

UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

In the Matter of

ESRIM VE SHEVA HOLDING
CORPORATION,

a corporation, sometimes doing business as
GADGET UNIVERSE, and

ALEXANDER ELNEKAVEH,

individually and as an officer
of the corporation.

DOCKET NO. C-4030

COMPLAINT

The Federal Trade Commission, having reason to believe that Esrin Ve Sheva Holding Corporation, sometimes doing business as Gadget Universe, and Alexander Elnkaveh, individually and as an officer of the corporation ("respondents"), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1a. Respondent Esrin Ve Sheva Holding Corp. is a New York corporation with its principal office or place of business at 9408 Owensmouth Ave., Chatsworth, California 91311.

1b. Respondent Alexander Elnkaveh is an officer of the corporate respondent. Individually or in concert with others he formulates, directs, or controls the policies, acts, or practices of the corporation, including the acts or practices alleged in this complaint. His principal office or place of business is the same as that of Esrin Ve Sheva Holding Corp.

2. Respondents have advertised, offered for sale, sold, and distributed products to the public, including Super FuelMAX, an automotive aftermarket fuel-line magnet device.

3.

[Exhibits B (catalog ad) and C (Internet ad)]

5. Through the means described in Paragraph 4, respondents have represented, expressly or by implication, that, when applied to the fuel line in a motor vehicle, Super FuelMAX:

A. causes fuel molecules to line up in straight columns and rows;

B. improves fuel burn through magnetic resonance;

C. reduces fuel consumption;

D. reduces fuel consumption by 27% or up to 27%;

E. reduces harmful emissions or pollutants; and

F. reduces harmful emissions or pollutants by 42% or up to 40%.

6. Through the means described in Paragraph 4, respondents have represented, expressly or by

Therefore, the representations set forth in Paragraph 8 were, and are, false or misleading.

10.