

1 | 4. The alleged actions of Defendant LEDDA are in or affecting |

2 | 3. The alleged actions of Defendant LEDDA are in or affecting |

3 | [REDACTED]

4 | [REDACTED]

5 | [REDACTED]

6 | [REDACTED]

7 | [REDACTED]

8 | [REDACTED]

9 | [REDACTED]

10 | [REDACTED]

11 | [REDACTED]

12 | [REDACTED]

13 | [REDACTED]

14 | [REDACTED]

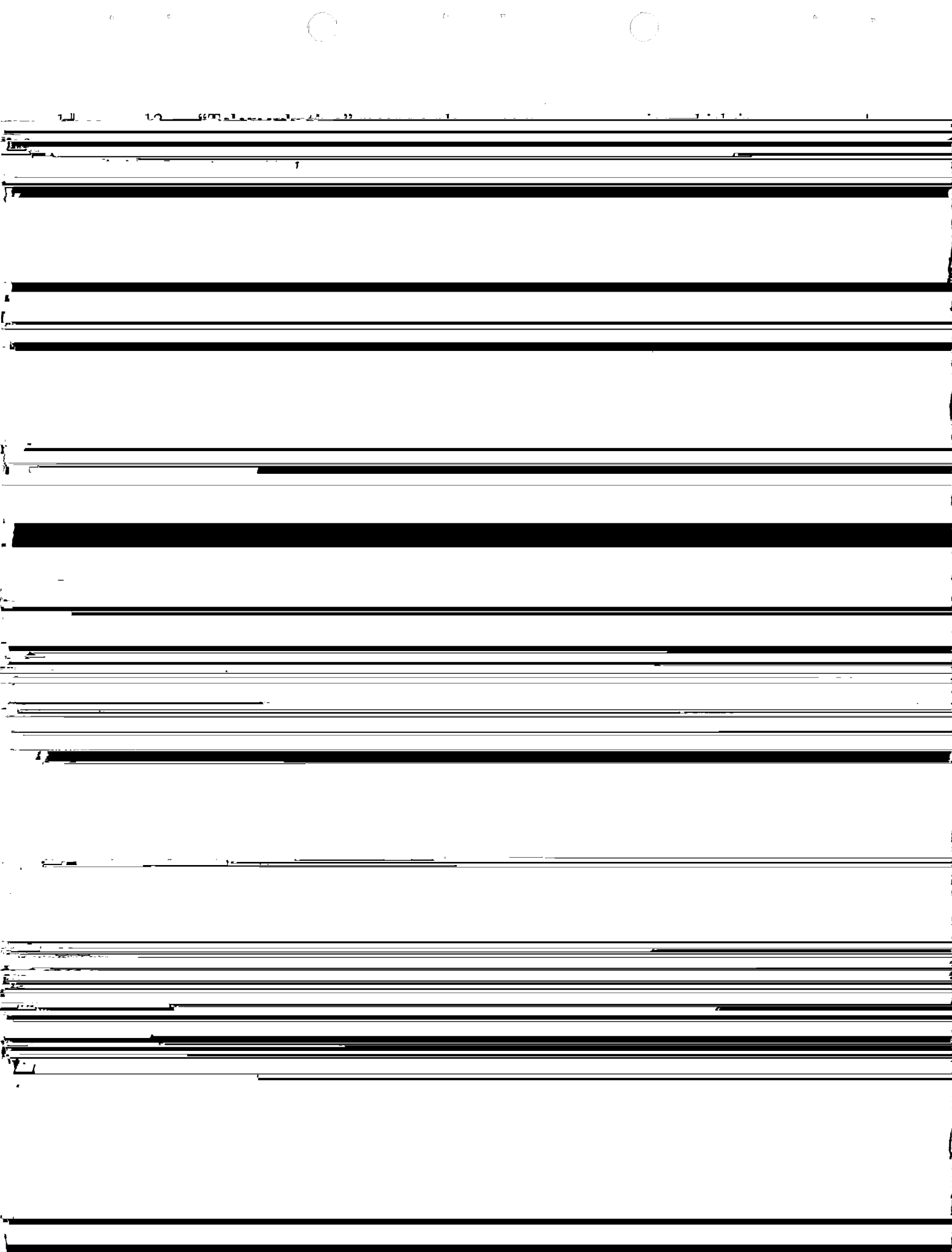
15 | [REDACTED]

16 | [REDACTED]

17 | [REDACTED]

... or combination acting as an entity. For purposes of this Order, a "consumer" is a

[REDACTED]



1 a. in print communications, that the message shall be in a type size
2 and location sufficiently noticeable for an ordinary consumer to read and
3 comprehend it, in print that contrasts with the background against which it
4 appears;

5 b. in communications disseminated orally, that the message shall be

11. or (b) the person's inquiry or application regarding a product or service offered by

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II.

PROHIBITION AGAINST MATERIAL OMISSIONS

IT IS FURTHER ORDERED that Defendant, his successors, assigns,
officers, agents, servants, employees, and attorneys, and those persons or entities in
active concert or participation with any of them who receive actual notice of this

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III.

PROHIBITION AGAINST

ABUSIVE TELEMARKETING PRACTICES

IT IS FURTHER ORDERED THAT

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before disconnecting an unanswered call;

3. Whenever a representative is not available to speak with the person answering the call within two (2) seconds after the person's completed greeting, the seller or telemarketer promptly plays a recorded message that states the name and telephone number of the seller on whose behalf the call was placed; and

4. Defendant retains records in accordance with 16 C.F.R. § 310.5

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consumer complaints of violations of the TSR or this Order; and

[REDACTED]

1 payable to the Federal Trade Commission or through wire transfer to an
2 account designated by the Commission or its agent. Payment by
3 certified or cashier's check shall be remitted to the Federal Trade
4 Commission, Western Region, 10877 Wilshire Boulevard, Suite 700,
5 Los Angeles, California 90024;

6 2. No later than sixty (60) days after the initial payment, Defendant
7 shall make an additional payment of five hundred fifty six thousand

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

1 | SACV04-0474 CJC (JWJx), against any corporate insurance policy;
2 | *provided*, that nothing in this Paragraph shall be interpreted as precluding Defendant
3 | from making a claim against any policy for reimbursement of reasonable defense

1 || remedies under this Paragraph

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- [REDACTED]

[REDACTED]

[REDACTED]

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VIII.

CUSTOMER LISTS

IT IS FURTHER ORDERED THAT...

[REDACTED]

1 || following:

2 || 1 Obtaining discovery from any person without further leave of

employment, and any changes in his ownership of or interest in

1 | telephone numbers;

2 | 2. His then-current employment and business addresses and

1 | products, goods or services and where Defendant is the majority owner of the

2 | business or directly or indirectly

[REDACTED]

XII.

DISTRIBUTION OF ORDER BY DEFENDANT

IT IS FURTHER ORDERED that, for a period of five (5) years from the date of entry of this Order, Defendant shall deliver copies of this Order as directed below:

A. For any business that he controls, directly or indirectly, or in which he

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XIV.
SEVERABILITY