

practices set forth in this Complaint. Radjenovic resides in and transacts or has transacted business in this District.

COMMERCE

The defendants (collectively "Defendants") have been in or affecting commerce as

specimens of insulation if such specimens have an R-value more than 10% below the

R-value shown in a label, fact sheet, ad, or other promotional material for that insulation.

Count IV

27 In numerous instances within the past five (5) years, Defendants, in connection with the

manufacture, distribution, promotion, and sale of home insulation, have sold "The Barrier" insulation with an R-value more than 10% below R-values displayed in advertisements and other promotional materials, thereby violating Section 460.8 of the Rule.

Count V

advertising comparing "The Barrier" to another type of insulation without giving the R-value at a specific thickness for each insulation as required by Section 460.18(d) of the Rule, thereby violating Section 460.18 of the Rule

CIVIL PENALTIES

31. Defendants have violated the provisions of the R-value Rule as described above with knowledge as set forth in Section 5(m)(1)(A) of the FTC Act, 15 U.S.C. § 45(m)(1)(A).

32. Defendants have violated Section 460.18 of the Rule and each product label distributed by Defendants

35. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and other ancillary relief, including but not limited to rescission of contracts and restitution, and the disgorgement of ill-gotten gains by the Defendants, to prevent and remedy any violations of any provision of law enforced by the FTC.

36. Section 19 of the FTC Act, 15 U.S.C. 57b, authorizes the Court to award such relief as is

necessary to redress the injury to consumers or others resulting from Defendants' violations of the R-value Rule.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff requests that this Court, as authorized by Sections 5(m)(1)(A), 13(b), and 19 of the FTC Act, 15 U.S.C. §§ 45(m)(1)(A), 53(b), and 57b, and pursuant to its own equitable powers:

(A) Enjoin Defendants from continuing to violate the R-value Rule.

CERTIFICATE OF SERVICE

I hereby certify that on this 5th day of October, 2006, a copy of the foregoing Complaint for Civil Penalties, Injunction, and Other Relief, was filed electronically. Notice of this filing

will be sent to all parties by operation of the Court's electronic filing system. Parties may access

this filing through the Court's system

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