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10) ORDER GRANTING PLAINTIFF'S MOTION FOR SUMMARY			
11	V.) JUDGMENT AND DENYING			
12	JOHN STEFANCHIK, et al.,) DEFENDANTS' MOTION FOR) SUMMARY JUDGMENT			
13	Defendants.))			
14	I. INT	RODUCTION			
15	This matter come				
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17	(Dkts. #125 and #129)	. Plaintiff argues that in numerous instances, in			
18	connection with the marketing, offering for sale, or sale of products and services about making				
19	money in the paper business, defendants have made representations that are false and misleading				
20	and constitute deceptive acts or practices in violation of Section 5(a) of the Federal Trade				
21	Commission Act ("FTC Act"). In particular, plaintiff points to representations that consumers				
22	will make large amounts of money in their spare time, and will receive help from coaches who				
23	are substantially experienced in the paper business and are readily available. Plaintiff further				
24	argues that defendants did not possess or re	ly upon a reasonable basis that substantiated those			
25	representations. Finally, plaintif				
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Filed 04/03/2007 Page 4 of 13 1980s; however, he has marketed and promoted his products through Atlas since 2001 and also through Beringer since 2002. Former defendants began targeting consumers through direct mail pieces and internet advertising offering Mg

Filed 04/03/2007 Page 5 of 13 substantiated, and that untrue statements known to Mr. Stefanchik were immediately addressed and put to a stop. Defendants further argue that plaintiffs have based their arguments on a

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