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**FOR THE EASTERN DISTRICT OF MISSOURI
EASTERN DIVISION**

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

**ASSET PROTECTION GROUP, INC.,
and WILLIAM S. REED,**

Defendants.

**Case No. 4:96CV2225 SNL
(4:07CV1148)**

Judge Limbaugh

3. The activities of the defendants are in or affecting "commerce," as defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

4. This Court has held the defendants in civil contempt after finding by clear and convincing evidence that they violated a Permanent Injunction by engaging in material misrepresentations and by failing to disclose material facts to consumers in connection with the advertising, promotion, marketing, offering for sale, or sale of a training and business opportunity

program. *FTC v. Neiswonger et al.*, 4:96CV2225 SNL (Apr. 23, 2007).

5. The Commission and Defendants stipulate and agree to this Permanent Injunction

without the defendants admitting liability for any of the violations of the FTC Act alleged in the

I.
BAN ON FUTURE INVOLVEMENT WITH
BUSINESS VENTURES AS DEFINED IN THIS ORDER

IT IS ORDERED that William S. Reed and Asset Protection Group, Inc., are permanently restrained and enjoined from:

(A) advertising, marketing, promoting, offering for sale, or selling any business venture or assisting in the advertising, marketing, promoting, offering for sale, or selling of any business venture;

(B) ~~receiving any remuneration or other consideration of any kind whatsoever as a result~~



or other device.

III.
PROHIBITED BUSINESS PRACTICES:
MISREPRESENTATIONS AND FAILURES TO
AFFIRMATIVELY DISCLOSE MATERIAL FACTS

IT IS FURTHER ORDERED that William S. Reed and Asset Protection Group, Inc. and their officers, agents, servants, and employees, and those in active concert or participation with them who receive actual notice of this order by personal service or otherwise, in connection with advertising, marketing, promoting, offering for sale, selling, or otherwise inducing the purchase of any product or service, including but not limited to any financial service, corporate service, or

investment service, are hereby permanently restrained and enjoined from:

(A) making, or assisting others in making, any express or implied material representation that is false or misleading, including, but not limited to, any false or misleading statement concerning:

- (1) any material aspect of the performance, nature, or characteristics of any product or service;
- (2) the income that consumers may earn, are likely to earn, or will earn from any product or service, including but not limited to statements referring to a ~~substantial income, a six-figure income, substantial profits~~ or words of

similar import;

- (3) any material aspect of any defendant's professional or business experience or credentials; and
- (4) the relationship or connection between any reference or testimonialist and

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the defendant.

Commission, William S. Reed and Asset Protection Group, Inc. each shall submit additional written reports, sworn to under penalty of perjury; produce documents for inspection and copying; appear for deposition; and/or provide entry during normal business hours to any business location in such defendant's possession or direct or indirect control to inspect the business operation;

(B) In addition, the Commission is authorized to monitor compliance with this Order by

all other lawful means, including but not limited to the following:

**VI.
COMPLIANCE REPORTING**

IT IS FURTHER ORDERED that, in order that compliance with the provisions of this

Order may be monitored:

(b) [REDACTED]

[REDACTED]

activities of each such employer or business, and the title and

~~responsibilities of the individual defendant for each such employer~~

or business;

(c) Any other changes required to be reported under subparagraph A of this Paragraph VI.

(2) For all Defendants:

(f) ~~A copy of each acknowledgment of receipt of this Order obtained~~

pursuant to Paragraph VIII; and

(f) ~~Any other changes required to be reported under subparagraph A of~~

**VII.
RECORD KEEPING PROVISIONS**

IT IS FURTHER ORDERED that, for a period of eight (8) years from the date of entry of this Order, in connection with advertising, marketing, promoting, offering for sale, selling, or otherwise inducing the purchase of any financial service, corporate service, or investment service,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

materials; and

(F) [REDACTED] All records and documents necessary to demonstrate full compliance with each

be within (5) days of service of this Order upon defendant. For new personnel, delivery shall occur prior to them assuming their responsibilities.

~~(c) For any business where William S. Reed is a controlling person of a business~~

but otherwise engages in conduct related to the subject matter of this Order, William S. Reed must deliver a copy of this Order to all principals and managers of such business before engaging in such conduct.

(D) The defendants must secure a signed and dated statement acknowledging receipt of the Order, within thirty days of delivery, from all persons receiving a copy of the Order pursuant to this Part.

IX.

ACKNOWLEDGMENT OF RECEIPT OF ORDER

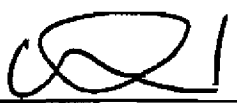
IT IS FURTHER ORDERED that each defendant, within five (5) business days of receipt of this Order as entered by the Court, must submit to the Commission a truthful sworn statement acknowledging receipt of this Order.

XL
RETENTION OF JURISDICTION

~~IT IS FINALLY ORDERED that the Court shall retain jurisdiction of this matter for all~~

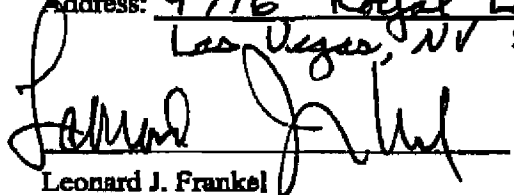
purposes.

SO STIPULATED:



Date: 9/13/07

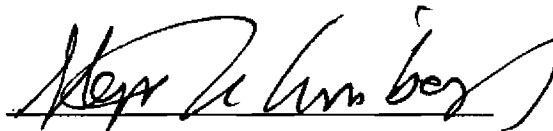
William S. Reed
Address: 9716 Royal Lamb Dr.
Las Vegas, NV 89145



Date: 9/14/07

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St. Louis, MO 63105-1914
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Attorney for Defendant William S. Reed

IT IS SO ORDERED this 23rd day of October, 2007.

A handwritten signature in black ink, appearing to read "Stephen N. Limbaugh", written over a horizontal line.

STEPHEN N. LIMBAUGH

Senior United States District Judge
United States District Court for the
Eastern District of Missouri