8. "Material fact" means any fact that is likely to affect a person's choice of, or conduct regarding, goods or services.

- 1. obtaining discovery from any person, without further leave of court, using the procedures prescribed by Fed. R. Civ. P. 30, 31, 33, 34, 36, 45 and 69;
 - 2. posing as consumers and suppliers to Defendant Alan LeStourgeon, his