

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

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In the Matter of)	
)	
Prudential Security, Inc.,)	
a corporation,)	
)	
Prudential Command Inc.,)	
a corporation,)	File No. 221-0026
)	
Greg Wier,)	
a natural person,)	
)	
and)	
)	
Matthew Keywell,)	
a natural person.)	
)	

AGREEMENT CONTAINING CONSENT ORDER

The Federal Trade Commission initiated an investigation of certain acts and practices of Prudential Security, Inc. (“Prudential Security”); Prudential Command Inc. (“Prudential Command”); Greg Wier, individually and as an officer and owner of Prudential Security, Inc. and Prudential Command Inc.; and Matthew Keywell, individually and as an officer and owner of Prudential Security, Inc. and Prudential Command Inc. (collectively “Proposed Respondents”). The Bureau of Competition and Proposed Respondents enter into this Agreement Containing Consent Order (“Consent Agreement”) to cease and desist from engaging in certain acts and practices and to provide for other relief to resolve the allegations in the Draft Complaint through a proposed Decision and Order, which is attached, to present to the Commission.

IT IS HEREBY AGREED by and between Proposed Respondents, by their duly authorized officer and attorneys, and counsel for the Commission that:

1. Proposed Respondent Prudential Security, Inc. (a.k.a. Trollpru, Inc.) is a corporation organized and existing under, and by virtue of, the laws of the State of Michigan that, prior to August 26, 2022, maintained its executive offices and principal place of business at 20600 Eureka Road, Suite 900 Taylor, MI 48180.

2. Proposed Respondent Prudential Command Inc. (a.k.a. Commandbabyyoda, Inc.) is a corporation organized and existing under, and by virtue of, the laws of the State of Michigan that, prior to August 26, 2022, maintained its executive offices and principal place of business at 20600 Eureka Road, Suite 900 Taylor, MI 48180. Prudential Command Inc. is an affiliate of Respondent Prudential Security, Inc.

3. Proposed Respondent Greg Wier is a natural person with his principal office or place of business located at [REDACTED].
4. Proposed Respondent Matthew Keywell a natural person with his principal office or place of business located at [REDACTED].
5. Proposed Respondents admit all the jurisdictional facts set forth in the Draft Complaint.
6. Proposed Respondents waive:
 - a. any further procedural steps;
 - b. the requirement that the Decision and Order contain a statement of findings of fact and conclusions of law;
 - c. all rights to seek judicial review or otherwise to challenge or contest the validity of the Decision and Order entered pursuant to this Consent Agreement; and
 - d. any claim under the Equal Access to Justice Act.
7. This Consent Agreement is for settlement purposes only and does not constitute an admission by Proposed Respondents that the law has been violated as alleged in the Draft Complaint, or that the facts as alleged in the Draft Complaint, other than jurisdictional facts, are true.
8. Proposed Respondents shall submit an initial compliance report, pursuant to Commission Rule 2.33, 16 C.F.R. § 2.33, no later than 30 days after the date on which Proposed Respondent execute this Consent Agreement, and subsequent compliance reports every 30 days thereafter until the Decision and Order becomes final. After the Decision and Order become final, the reporting obligations contained in the Decision and Order shall control and the reporting obligations under this Consent Agreement shall cease. Each compliance report shall set forth in detail the manner in which Proposed Respondents have complied, have prepared to comply, are complying, and will comply with the Consent Agreement and the Decision and Order. Proposed Respondents shall provide sufficient information and documentation to enable the Commission to determine independently whether Proposed Respondents are in compliance with the Consent Agreement and the Decision and Order.
9. Each compliance report submitted pursuant to Paragraph 8 above shall be verified in the manner set forth in 28 U.S.C. § 1746 by the Chief Executive Officer or another officer or employee specifically authorized to perform this function. Commission Rule 2.41(a), 16 C.F.R. § 2.41(a), requires that the Commission receive an original and one copy of each compliance report. Proposed Respondents shall electronically file an original of each compliance report with

the Secretary of the Commission at ElectronicFilings@ftc.gov, and with the Compliance Division at bccompliance@ftc.gov.

10. This Consent Agreement, and any compliance report filed pursuant to this Consent Agreement, shall not become part of the public record of the proceeding unless and until the Commission accepts the Consent Agreement. If the Commission accepts this Consent Agreement, the Commission will place it, together with the Complaint, the proposed Decision and Order, an explanation of the provisions of the proposed Decision and Order, and any other information that may help interested persons understand the order on the public record for the receipt of comments for 30 days.
11. This Consent Agreement contemplates that, if the Commission accepts the Consent Agreement, the Commission thereafter may withdraw its acceptance of this Consent Agreement and notify Proposed Respondents, in which event the Commission will take such action as it may consider appropriate. If the Commission does not subsequently withdraw such acceptance pursuant to the provisions of Commission Rule 2.34, 16 C.F.R. § 2.34, the Commission may, without further notice to Proposed Respondents, issue its Complaint and the attached Decision and Order containing an order to cease and desist and to provide for other relief in disposition of the proceeding.
12. The Decision and Order shall become final upon service. Delivery of the Complaint and the Decision and Order to Proposed Respondents by any means provided in Commission Rule 4.4(a), 16 C.F.R. § 4.4(a), or by delivery to United States counsel for Proposed Respondents identified in this Consent Agreement, shall constitute service to Proposed Respondents. Proposed Respondents waive any rights they may have to any other manner of service. Proposed Respondents also waive any rights they may otherwise have to service of any appendices attached to or incorporated by reference into the Decision and Order, if Proposed Respondents are already in possession of such Appendices, and agree that they are bound to comply with and will comply with the Decision and Order to the same extent as if it had been served with copies of the Appendices.
13. The Complaint may be used in construing the terms of the Decision and Order, and no agreement, understanding, representation, or interpretation not contained in the Decision and Order or the Consent Agreement may be used to vary or contradict the terms of the Decision and Order.
14. By signing this Consent Agreement, Proposed Respondents represent and warrant that:
 - a. they can fulfill all the terms of and accomplish the full relief contemplated by the Decision and Order; and
 - b. all parents, subsidiaries, affiliates, and successors necessary to effectuate the full relief contemplated by this Consent Agreement and the Decision and Order are parties to this Consent Agreement and are bound as if they had

signed this Consent Agreement and were made parties to this proceeding, or are within the control of parties to this Consent Agreement and the Decision and Order.

15. Proposed Respondents have read the Draft Complaint and the proposed Decision and Order. Proposed Respondents agree to comply with the terms of the proposed Decision and Order from the date it signs this Consent Agreement. Proposed Respondents understand that once the Commission has issued the Decision and Order, it will be required to file one or more compliance reports setting forth in detail the manner in which it has complied, has prepared to comply, is complying, and will comply with the Decision and Order. When final, the Decision and Order shall have the same force and effect and may be altered, modified, or set aside in the same manner and within the same time as provided by statute for other orders. Proposed Respondents further understand that they may be liable for civil penalties in the amount provided by law for each violation of the Decision and Order.