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6	IN THE UNITED STATES DISTRICT COURT	
7	FOR THE DISTRICT OF ARIZONA	
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9	Federal Trade Commission,	) No. CV06-0078-PHX-ROS )
10	Plaintiff,	
11	vs.	) FINAL JUDGMENT AND ORDER
12	William Dugger, et al.,	) FOR PERMANENT INJUNCTION
13		
14	Defendants.	)
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18	Court to enter the following Order:	AND CARD AND DESCRIPTION OF IT
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21	1. This Court has jurisdiction over the subject matter of this case and over all	
22	parties to this Order pursuant to 15 U.S.C. §§ 53(b), 57b, and 7706(a), and 28 U.S.C.	
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24	2. Venue in this District is proper under 15 U.S.C. § 53(b) and 28 U.S.C.	
25	§§ 1391(b) and (c).	
26	3. The activities of defendants are in or affecting "commerce," as that term is	
27	defined in Section 4 of the FTC Act, 15 U.S.C. § 44.	
28	4. The Complaint states a claim upon which relief may be granted against	
	defendants under Sections 13(b) and 19 of the FTC Act, 15 U.S.C. §§ 53(b) and 57b,	

If the message is from a party other than the party to which the

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recipient communicated such consent, the recipient was given clear and conspicuous notice at the time the consent was communicated that the recipient's electronic mail address could be transferred to the other party for the purpose of initiating commercial electronic mail messages. 15 U.S.C. § 7702(1).

- 2. "Assets" mean any legal or equitable interest in, right to, or claim to, any real and personal property, including without limitation, chattels, goods, instruments, equipment, including computers, servers and related equipment, fixtures, general intangibles, leaseholds, mail or other deliveries, inventory, checks, notes, accounts, credits, contracts, receivables, shares of stock, bonds, and all cash, wherever located, whether in the United States or abroad.
- 3. "Commercial electronic mail message" (or "commercial email") means any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service (including the content on an Internet website operated for commercial purposes). 15 U.S.C. § 7702(2).
- 4. **"Defendants"** means William G. Dugger, Angelina M. Johnson, and John Peter Vitale.
- 5. "Document" is synonymous in meaning and equal in scope to the usage of the term in Federal Rule of Civil Procedure 34(a), and includes writings, drawings, graphs, charts, photographs, audio and video recordings, computer records including email, ICQ, or other electronic communications, and other data compilations from which information can be obtained and translated, if necessary, through detection devices into reasonably usable form. A draft or non-identical copy is a separate document within the meaning of the term. Any document provided by one party to another pursuant to this Order shall be provided in a format that is accessible to the receiving party.
- 6. "Electronic mail address" (or "email address") means a destination, commonly expressed as a string of characters, consisting of a unique user name or mailbox (commonly referred to as the "local part") and a reference to an Internet domain (commonly referred to as the "domain part"), whether or not displayed, to which an

electronic mail message can be sent or delivered. 15 U.S.C. § 7702(5).

- 7. **"Electronic mail message"** (or **"email"**) means a message sent to a unique electronic mail address. 15 U.S.C. § 7702(6).
- 8. **"Header information"** means the source, destination, and routing information attached to an electronic mail message, including the originating domain name and originating electronic mail address, and any other information that appears in the line identifying, or purporting to identify, a person initiating the message. 15 U.S.C. § 7702(8).
- 9. "Initiate," when used with respect to a commercial email message, means to originate or transmit such message or to procure the origination or transmission of such message. 15 U.S.C. § 7702(9).
- 10. **"Person"** means a natural person, organization or other legal entity, including a corporation, partnership, proprietorship, association, or cooperative, or any other group or combination acting as an entity.
- 11. **"Procure,"** when used with respect to the initiation of a commercial email message, means intentionally to pay or provide other consideration to, or induce, another person to initiate such a message on one's behalf. 15 U.S.C. § 7702(12).
- 12. "Sexually oriented material" means any material that depicts sexually-explicit conduct as that term is defined in 18 U.S.C. § 2256, unless the depiction constitutes a small and insignificant part of the whole, the remainder of which is not primarily devoted to sexual matters. 15 U.S.C. § 7704(d)(4). Sexually-explicit conduct is defined by 18 U.S.C. § 2256 to mean actual or simulated: (a) sexual intercourse, including genital-genital, oral-genital, anal-genital, or oral-anal, whether between persons of the same or opposite sex; (b) bestiality; (c) masturbation; (d) sadistic or masochistic abuse; or (e) lascivious exhibition of the genitals or pubic area of any person.

#### **ORDER**

## I. PROHIBITIONS AGAINST UNLAWFUL USE OF FALSE HEADERS AND RELAY COMPUTERS

IT IS THEREFORE ORDERED that defendants and their agents, servants, employees, and attorneys, and those persons in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby permanently restrained and enjoined from violating the provisions contained in Sections 3, 5, and 6 of the CAN-SPAM Act, 15 U.S.C. §§ 7702, 7704 and 7705, as currently promulgated or as it may hereafter be amended, by, among other things, initiating the transmission of a commercial email:

- A. That contains false or misleading header information;
- B. That fails to identify accurately any computer that defendants use to initiate or transmit the message and to include an accurate Internet Protocol address for each such computer; or
- C. That is relayed or retransmitted through a computer or computer network without authorization.

### II. REQUIREMENTS FOR AUTHORIZATION

IT IS FURTHER ORDERED that defendants and their agents, servants, employees, and attorneys, and those persons in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby permanently restrained and enjoined from initiating the transmission of a commercial email that is relayed or retransmitted through a computer or computer network without either the direct, written authorization of the owner of the computer or computer network, or the indirect, written authorization of the owner of the computer or computer network given to a third party who provides a copy of such written authorization to defendants. A written authorization may be obtained electronically and shall include:

- A. An express statement that the authorization may be reassigned if it is indirect;
- B. A statement identifying the person giving the authorization and showing that

person's ownership of or authority to act on behalf of the owner of the computer or computer network; 3 C. The email address of the person giving the authorization; and D. 4 The domain names or Internet Protocol addresses used to access such 5 computer or computer network, the method by which the computer or computer network 6 will be accessed, and the name of any computer program to be used for such access. 7 III. PROHIBITION AGAINST VIOLATING THE ADULT LABELING RULE 8 IT IS FURTHER ORDERED that defendants and their agents, servants, employees, and attorneys, and those persons in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby 10 11 permanently restrained and enjoined from violating the Adult Labeling Rule, 16 C.F.R. 12 Part 316.4, as currently promulgated or as it may hereafter be amended, including, but not 13 limited to, initiating the transmission of a commercial email that includes sexually oriented material: 14 15 That does not contain the phrase "SEXUALLY-EXPLICIT:" as the first Α. 16 nineteen (19) characters at the beginning of the subject line of the message; 17 В. That includes sexually oriented materials within the subject line of the 18 message; 19 C. That includes sexually oriented materials within the content of the message that is initially viewable by the recipient, when the message is opened by the recipient and 20 21 absent any further action by the recipient; and 22 D. That does not contain only the following information within the content of 23 the message that is initially viewable by the recipient, when the message is opened by the 24 recipient and absent any further action by the recipient: 25 1. The phrase "SEXUALLY-EXPLICIT:" in a clear and conspicuous

Clear and conspicuous notice that the message is an advertisement or

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manner;

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solicitation;

- 4. A functioning return email address or other Internet-based mechanism, clearly and conspicuously displayed, that (i) a recipient may use to submit, in a manner specified in the message, a reply email message or other form of Internet-based communication requesting not to receive future commercial email messages from that sender at the email address where the message was received; and (ii) that remains capable of receiving such messages or communications for no less than 30 days after the transmission of the original message; and
- 5. Clear and conspicuous display of a valid physical postal address of the sender.

**Provided, however**, that the requirements of this Paragraph do not apply to commercial emails transmitted only to persons who have given prior affirmative consent to receipt of the message.

### IV. REQUIREMENTS FOR AFFIRMATIVE CONSENT

IT IS FURTHER ORDERED that defendants and their agents, servants, employees, and attorneys, and those persons in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby permanently restrained and enjoined from initiating the transmission of a commercial email that includes sexually oriented material and does not comply with the requirements of Paragraph III.A. to III.D. of this Order, unless defendants possess evidence that the recipient has given prior affirmative consent to receipt of the message, including a copy of any web page or other document on which such person indicated his or her consent. If the web page or other document on which consent was obtained does not identify defendants or their business by name, it shall be construed to give consent to the receipt of sexually oriented material only if it expressly states that the consent authorizing the receipt of sexually oriented material may be transferred to third parties.

#### V . DISGORGEMENT

#### **IT IS FURTHER ORDERED** that:

- Defendants are liable to the Commission for Five Hundred Ninety-Seven Α. Thousand, One Hundred Sixty-Six Dollars (\$597,166), which Defendants agree is the amount of unjust enrichment to be disgorged, and the FTC is awarded a monetary judgment in this amount provided, however, that payment of all but Eight Thousand Dollars (\$8,000) of this judgment, or the balance in the two bank accounts identified in the following sentence, whichever is greater, shall be suspended. Within seven days after entry of this Order, Defendants shall transfer all funds deposited in Bank Account #1 and Bank Account #2, identified in the Reference List filed with the Court under seal, but in any event no less than Eight Thousand Dollars (\$8,000), by wire transfer, into an account to be designated by the Commission in accord with directions provided by the Commission. In the event that defendants fail within seven days after entry of this Order to transfer the balance in such bank accounts into an account to be designated by the Federal Trade Commission, the banks holding Bank Account #1 and Bank Account #2, identified in the Reference List filed with the Court under seal, shall transfer such monies into an account to be designated by counsel for the Commission. All funds collected by the Commission under this Order shall be deposited to the United States Treasury as disgorgement.
- B. In accordance with 31 U.S.C. § 7701, Defendants are hereby required, unless they have done so already, to furnish to the Commission their taxpayer identification numbers (social security numbers and employer identification numbers) which shall be used for purposes of collecting and reporting on any delinquent amount arising out of Defendants' relationship with the government.
- C. Defendants are further required, unless they have done so already, to provide the Commission with clear, legible and full-size photocopies of all valid driver's licenses they possess, which will be used for reporting and compliance purposes.

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#### VI. RIGHT TO REOPEN

- A. The Commission's agreement to this Final Order is expressly premised upon the financial condition of Defendants as represented in the sworn financial statements and supporting documents provided to the Commission by Defendant William Dugger, dated February 3, 2006; Angelina M. Johnson, dated "1-3-06," but actually signed on February 3, 2006; and John Peter Vitale, dated February 6, 2006; all of which include material information upon which the Commission relied in negotiating and consenting to this Final Order.
- B. If, upon motion by the Commission, this Court finds that any Defendant made a material misrepresentation or omitted material information concerning his or her financial condition, then the Court shall lift the suspension of the judgment and direct the Clerk to enter judgment against the Defendant and in favor of the Commission for the full amount of Five Hundred Ninety-Seven Thousand, One Hundred Sixty-Six Dollars (\$597,166). This amount shall be immediately due and payable, together with interest from the date of this Order computed at the rate prescribed under 28 U.S.C. § 1961, as amended. Any and all funds paid pursuant to this Paragraph IV shall be deposited into the United States Treasury as disgorgement.
- C. Any proceedings instituted under this Paragraph are in addition to, and not in lieu of, any other civil or criminal remedies as may be provided by law, including any other proceedings that the FTC may initiate to enforce this Final Order.

#### VII. LIFTING OF THE ASSET FREEZE

IT IS FURTHER ORDERED that the freeze of the defendants' assets pursuant to the Stipulated Preliminary Injunction entered by this Court dated February 3, 2006, shall be lifted to the extent necessary to turn over assets for disgorgement as required by Paragraph III.A of this Order, and upon completion of that transfer, shall be lifted permanently.

#### VIII. COMPLIANCE MONITORING

**IT IS FURTHER ORDERED** that, for the purpose of monitoring and investigating compliance with any provision of this Order:

- A. Within ten (10) days of receipt of written notice from a representative of the Commission, defendants 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 defendants' 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:
  - 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, and 45; and
  - posing as consumers and suppliers to defendants, to any of defendants' employees, or to any other entity managed or controlled in whole or in part by defendants, without the necessity of identification or prior notice; and
- C. Defendants shall permit representatives of the Commission to interview any employer, consultant, independent contractor, representative, agent, or employee who has agreed to such an interview, relating in any way to any conduct subject to this Order. The person interviewed may have counsel present.

Provided, however, that nothing in this Order shall limit the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49 and 57b-1, to obtain any documentary material, tangible things, testimony, or information relevant to unfair or deceptive acts or practices in or affecting commerce (within the meaning of 15 U.S.C. § 45(a)(1)).

#### IX. COMPLIANCE REPORTING BY DEFENDANTS

**IT IS FURTHER ORDERED** that, in order that compliance with the provisions of this Order may be monitored, for a period of five (5) years from the date of entry of this Order:

- A. Each defendant shall notify the Commission in writing of any of the following:
  - 1. any changes in residence, mailing addresses and telephone numbers of the defendant, within ten (10) days of the date of such change;
  - 2. any change in employment status (including self-employment) of the defendant, and any change in the ownership interest of the defendant in any business entity engaged in commercial email, within ten (10) days of such change. Such notice shall include the name and address of each business that the defendant is affiliated with, employed by, or performs services for, a statement of the nature of the business, and a statement of the defendant's duties and responsibilities in connection with the business or employment;
  - 3. any changes in the defendant's name, and any aliases or fictitious names adopted or used by the defendant; and
  - 4. the creation of any business entity and any changes in such a business entity that any defendant directly or indirectly controls, or has an ownership interest in, that may affect compliance obligations arising under this Order, including but not limited to a dissolution, assignment, sale, merger, or other action that would result in the emergence of a successor entity; the creation or dissolution of a subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order; the filing of a bankruptcy petition; or a change in the corporate name or address, at least thirty (30) days prior to such

#### X. RECORD-KEEPING PROVISIONS

**IT IS FURTHER ORDERED** that, for a period of eight (8) years from the date of entry of this Order, defendants are hereby restrained and enjoined from failing to create and retain the following records in connection with the marketing, advertising, promotion, offering for sale, or sale of goods or services via commercial email messages or other Internet-based mechanisms:

- A. Accounting records that reflect the cost of goods or services sold, revenues generated, and the disbursement of such revenues;
- B. All documents relating to the use of computers or computer networks to relay or retransmit commercial emails, including but not limited to: (1) all contracts, communications, and payment records relating to the identification of such computers or computer networks, or the sale or rental of the right to such use; (2) all documents that evidence the authorization for such use, including all documents identified in Paragraph I.C. of this Order; and (3) a copy of each distinct email relayed or retransmitted through such computer or computer network, the number of each distinct email relayed or retransmitted on each day, and records that specify for each such distinct email the header information of such email that identifies accurately the computer used to initiate the message and send it to the relay or retransmittal computer;
- C. For each email that includes sexually oriented material: (1) an electronic copy of such email, including all images that may be incorporated into the email, whether by reference to an image source URL or by other means; (2) all documents that evidence prior affirmative consent to receipt of any email that does not comply with the requirements of Paragraph II.A D of this Order, including all documents identified in the "Provided, however" provision of Paragraph II of this Order; and (3) a list of all domain names included in the body of such email, including all hypertext reference URLs

and image source URLs.

- D. Records accurately reflecting: the name, physical address, and telephone number of each person employed in any capacity by such business, including as an independent contractor or affiliate; that person's job title or position; the date upon which the person commenced work; and the date and reason for the person's termination, if applicable;
- E. Customer files containing the names, addresses, phone numbers, dollar amounts paid, quantity of items or services purchased, and description of items or services purchased, to the extent such information is obtained in the ordinary course of business;
- F. Records that reflect, for every written or oral consumer complaint received by defendants, whether directly or indirectly or through any third party, including affiliates: (1) the consumer's name, address, and telephone number; (2) the written complaint or request, if any; (3) the basis of the complaint or request; (4) the nature and result of any investigation conducted concerning the complaint or request; (5) each response and the date of such response to the complaint or request; (6) any final resolution of the complaint or request, and the date of such resolution; and (7) in the event of a denial of any resolution, the reason for the denial;
- G. All other records and documents necessary to demonstrate full compliance with each provision of this Order, including but not limited to, all documents obtained, created, generated or which in any way relate to the requirements, provisions or terms of this Order, copies of signed and dated acknowledgments of receipt of this Order, required by Paragraph IX of this Order, and all reports submitted to the FTC pursuant to this Order.

#### XI. DEFENDANTS' DUTY TO DISTRIBUTE THIS ORDER

**IT IS FURTHER ORDERED** that, for a period of five (5) years from the date of entry of this Order, each defendant shall deliver copies of this Order as directed below:

- A. **Defendant as Control Person:** For any business that a defendant controls, directly or indirectly, or in which the defendant has a majority ownership interest, the defendant must deliver a copy of this Order to all principals, officers, directors, and managers of that business. The defendant must also deliver copies of this Order to all employees, agents, and representatives of that business who engage in conduct related to the subject matter of the Order. For current personnel, delivery shall be within (5) days of service of this Order upon defendant. For new personnel, delivery shall occur prior to them assuming their responsibilities.
- B. **Defendant As Employee or Non-Control Person:** For any business where a defendant is not a controlling person of the business but otherwise engages in conduct related to the subject matter of this Order, the defendant must deliver a copy of this Order to all principals and managers of such business before engaging in such conduct.
- C. Each defendant 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 Paragraph IX.

#### XII. ACKNOWLEDGMENT OF RECEIPT OF ORDER BY DEFENDANTS

**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.

#### XIII. FEES AND COSTS

**IT IS FURTHER ORDERED** that each party to this Order hereby agrees to bear his or its own costs and attorneys' fees incurred in connection with this action.

## XIV. SEVERABILITY IT IS FURTHER ORDERED that the provisions of this Order are separate and severable from one another. If any provision is stayed or determined to be invalid, the remaining provisions shall remain in full force and effect. XV. RETENTION OF JURISDICTION IT IS FURTHER ORDERED that this Court shall retain jurisdiction of this matter for purposes of construction, modification and enforcement of this Order. JUDGMENT IS THEREFORE ENTERED in favor of plaintiff and against defendants, pursuant to all the terms and conditions recited above. IT IS SO ORDERED. DATED this 31st day of July, 2006. United States District Judge