

**UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF NEW YORK**

FEDERAL TRADE COMMISSION,)	
)	
Plaintiff,)	Case No. CV-11-1889
)	
v.)	Judge Frederic Block
)	
DLXM LLC, also d/b/a DLX Marketing,)	Magistrate Judge
a New York limited liability company, and)	Ramon E. Reyes, Jr.
)	
MICHAEL VOLOZIN, a/k/a Mikhail Volozin,)	
individually and as an officer or)	
director of DLXM LLC,)	
)	
Defendants.)	
)	

STIPULATED PRELIMINARY INJUNCTION ORDER

WHEREAS, Plaintiff, the Federal Trade Commission (“FTC” or “Commission”), filed its Complaint for Permanent Injunction and Other Equitable Relief in this matter on April 18, 2011, pursuant to Section 13(b) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 53(b);

WHEREAS, the FTC moved for a Temporary Restraining Order with Other Equitable Relief, and an Order to Show Cause Why a Preliminary Injunction Should Not Issue pursuant to Rule 65 of the Federal Rules of Civil Procedure (“TRO”);

WHEREAS, Defendant DLXM LLC, also d/b/a DLX Marketing (“DLXM”), has received service of the Complaint, Summons, and the papers filed in support of the FTC’s motion for a TRO;

WHEREAS, Defendant Michael (a/k/a Mikhail) Volozin (“Volozin”), has received service of the Complaint, Summons, and the papers filed in support of the FTC’s motion for TRO; and

WHEREAS, Defendants DLXM and Volozin (collectively, the “Defendants”), acting by and through their counsel, are willing to agree to the entry of this Stipulated Preliminary Injunction Order for settlement purposes only.

It is hereby **ORDERED, ADJUDGED, AND DECREED** as follows:

FINDINGS

1. This Court has jurisdiction over the subject matter of this case and over the parties hereto.
2. Venue lies properly with this Court.
3. The FTC asserts that there is good cause to believe that Defendants have engaged in, and are likely to engage in the future in, acts and practices that violate Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52, and that the Commission is therefore likely to prevail on the merits of this action.
4. Entry of this Order with asset preservation and other equitable relief is in the public interest.
5. The Commission and Defendants agree that this Order is binding in form and scope pursuant to Fed. R. Civ. P. 65(d).
6. This Order does not constitute and shall not be interpreted to constitute an admission by Defendants, or a finding that Defendants have engaged in violations of the FTC Act or any other laws or regulations.
7. No security is required of any agency of the United States for the issuance of a preliminary injunction order. *See* Fed. R. Civ. P. 65(c).

DEFINITIONS

For purposes of this Preliminary Injunction Order (“Order”), the following definitions shall apply:

1. **“Acai Berry Product”** or **“Acai Berry Products”** shall refer to any products, sold alone or in combination with companion products, that are advertised, marketed, promoted, offered for sale, distributed, or sold with express or implied representations that the product contains acai berries.

2. **“Asset”** or **“Assets”** means any legal or equitable interest in, right to, or claim to, any real or personal property, including, but not limited to, “goods,” “instruments,” “equipment,” “fixtures,” “general intangibles,” “inventory,” “checks,” or “notes” (as these terms are defined in the Uniform Commercial Code), lines of credit, chattels, leaseholds, contracts, mail or other deliveries, shares of stock, lists of consumer names, accounts, credits, premises, receivables, funds, and all cash, wherever located.

3. **“Assisting others”** includes, but is not limited to: (a) performing customer service functions, including, but not limited to, receiving or responding to consumer complaints; (b) formulating or providing, or arranging for the formulation or provision of, any sales script or other marketing material; (c) providing names of, or assisting in the generation of, potential customers; (d) verifying, processing, fulfilling, or arranging for the fulfillment of orders; (e) performing or providing marketing, billing, or collection services of any kind, including, but not limited to, creating, hosting, or maintaining websites, or recruiting affiliates; or (f) acting as an officer or director of a business entity.

4. **“Competent and reliable scientific evidence”** means tests, analyses, research, or studies that have been conducted and evaluated in an objective manner by qualified persons and are generally accepted in the profession to yield accurate and reliable results.

5. **“Individual Defendant”** means Michael Volozin, a/k/a Mikhail Volozin, and by whatever other names he may be known.

6. **“Corporate Defendant”** means DLXM LLC, also d/b/a DLX Marketing, and its successors and assigns, as well as any subsidiaries, and any fictitious business entities or business names created or used by these entities, or any of them.

7. **“Covered Product”** means any dietary supplement, food, or drug, including but not limited to, Acai Berry Products.

8. **“Defendants”** means the Individual Defendant and the Corporate Defendant, individually, collectively, or in any combination.

9. **“Document”** or **“Documents”** means any materials listed in Federal Rule of Civil Procedure 34(a) and includes writings, drawings, graphs, charts, photographs, audio and video recordings, computer records, and other data compilations from which information can be obtained and translated, if necessary, into reasonably usable form through detection devices. A draft or nonidentical copy is a separate Document within the meaning of the term.

10. **“Material”** means likely to affect a person’s choice of, or conduct regarding, goods or services.

11. **“Material connection”** means any relationship that materially affects the weight or credibility of any endorsement and that would not be reasonably expected by consumers.

12. **“Person”** means a natural person, an organization or other legal entity, including a corporation, partnership, sole proprietorship, limited liability company, association, cooperative, or any other group or combination acting as an entity.

13. **“Plaintiff”** means the Federal Trade Commission (“Commission” or “FTC”).

I.

PROHIBITED BUSINESS ACTIVITIES

IT IS THEREFORE ORDERED that Defendants, and their officers, agents, servants, employees and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order by personal service or otherwise, whether acting directly or through any trust, corporation, subsidiary, division, or other device, or any of them, in connection with the advertising, marketing, promotion, offering for sale, or sale of any product, service, or program, are hereby restrained and enjoined from:

A. Misrepresenting, or assisting others in misrepresenting, any material fact, expressly or by implication, including, but not limited to, that:

1. Any website or other publication is an objective news report;
2. Objective news reporters have performed independent tests of any product, service, or program, including, but not limited to, Acai Berry Products;
3. Independent tests demonstrate the effectiveness of any product, service, or program featured in any website or other publication, including, but not limited to, Acai Berry Products; and
4. Comments posted on websites express the views of independent consumers;

B. Failing to disclose, or disclose adequately:

1. Any material connection, when one exists, between any user or endorser of any product, service, or program and Defendants or any other person manufacturing, advertising, labeling, promoting, offering for sale, selling or distributing such product, service, or program; and

2. If applicable, that the content of any website or other publication has not been authored by an objective journalist but is in fact an advertisement placed for compensation.

II

IT IS FURTHER ORDERED that Defendants, and their officers, agents, servants, employees and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order by personal service or otherwise, whether acting directly or through any trust, corporation, subsidiary, division, or other device, or any of them, in connection with the advertising, marketing, promotion, offering for sale, or sale of any Covered Product, are hereby restrained and enjoined from making, or assisting others in making, expressly or by implication, including through the use of a product name, endorsement, depiction, or illustration, any representation that such product causes weight loss or rapid weight loss and any other representation about the health benefits, performance, or efficacy of such product, unless the representation is non-misleading, and, at the time of making such representation, Defendants possess and rely upon competent and reliable scientific evidence, as that term is defined above, that is sufficient in quality and quantity based on standards generally accepted in the scientific fields, when considered in light of the entire body of relevant and reliable scientific evidence, to substantiate the representation is true.

III.

ASSET PRESERVATION

IT IS FURTHER ORDERED that:

A. Defendants, and their officers, agents, servants, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order by personal service or otherwise, whether acting directly or through any trust, corporation, subsidiary, division, or other device, or any of them, are hereby restrained and enjoined from directly or indirectly selling, transferring, alienating, liquidating, encumbering, pledging, loaning, assigning, concealing, dissipating, converting, withdrawing or making any other disposition of any assets or any interest therein, wherever located, including any assets outside the territorial United States, that are owned, controlled or held by, or for the benefit of, in whole or in part, Defendants, or in the actual or constructive possession of Defendants, other than those assets that are used for actual, ordinary, and necessary business or living expenses that Defendants reasonably incur.

B. The assets affected by this Section shall include both assets acquired after the effective date of this Order derived from the advertising, marketing, promoting, offering for sale, or sale of any Covered Product and existing assets.

C. Notwithstanding Section III.A above, Defendants may withdraw, transfer, encumber, or otherwise dissipate assets in excess of five thousand dollars (\$5,000) per calendar month only with prior written agreement by counsel for the Commission, or prior approval by the Court.

D. To the extent that Defendants withdraw, transfer, encumber, or otherwise dissipate assets pursuant to Section III.A of this Order, they shall provide an accounting of their expenses to counsel for the Commission for each calendar month.

IV.

FINANCIAL REPORTS AND ACCOUNTING

IT IS FURTHER ORDERED that no later than fourteen (14) calendar days after entry of this Order, each of the Defendants shall each provide to counsel for the Commission:

A. A completed financial statement accurate as of the date of entry of this Order, in the form provided as **Attachment A** for individuals and **Attachment B** for businesses, as the case may be, signed under penalty of perjury. The financial statements shall include assets held outside the territory of the United States, shall be accurate as of the date of the entry of this Order, and shall be verified under oath. Defendants shall attach to these completed financial statements copies of all local, state, provincial, and federal income and property tax returns, with attachments and schedules, as called for by the instructions to the financial statements; and

B. A detailed accounting of:

1. the names of all products advertised, marketed, promoted, offered for sale, distributed, or sold since January 1, 2009;

2. gross revenues and net profits (in U.S. Dollars) obtained from the advertising, marketing, or sale of each product identified in Subsection IV.B.1. above, from inception of the advertising, marketing, or sale of that product through the date of entry of this Order; and

3. the name, address, telephone number, e-mail address, website address, and contact person of each entity or person that: (i) supplied, manufactured, formulated, or created any product that is advertised, marketed, promoted, offered for sale, distributed, or sold by or on behalf of Defendants, (ii) provided any order fulfillment services of any kind, including, but not limited to, drop shipping, mailing, and/or distributing products, for or on behalf of Defendants, and (iii) paid Defendants, whether directly or indirectly, related to Defendants' advertisement of any products.

V.

ACCESSIBILITY TO, AND PRESERVATION OF, DEFENDANTS' WEBSITES

IT IS FURTHER ORDERED that, pending final resolution of this matter, Defendants shall:

- A. Immediately take all steps necessary to ensure that Defendants' websites that purport to contain news stories, including, but not limited to, websites operated, in whole or in part, under the names www.health8news.com, www.health8news.net, and www.consumerdigestweekly.com, cannot be accessed by the public;
- B. Immediately preserve Defendants' websites that purport to contain news stories, including, but not limited to, websites operated, in whole or in part, under the names www.health8news.com, www.health8news.net, and www.consumerdigestweekly.com, in both an electronic and printed format;

- C. Provide copies of all preserved websites pursuant to Section V.B. above to counsel for the FTC no later than fourteen (14) calendar days after entry of this Order; and
- D. Immediately notify counsel for the FTC of any other websites operated or controlled by any Defendant.

VI.

PRESERVATION OF RECORDS AND REPORT OF NEW BUSINESS ACTIVITY

IT IS FURTHER ORDERED that Defendants and their officers, agents, servants, employees, and attorneys, and all other persons in active concert or participation with any of them who receive actual notice of this Order by personal service or otherwise, whether acting directly or through any trust, corporation, subsidiary, division, or other device, or any of them, are hereby restrained and enjoined from:

A. Failing to create (if normal practice is to create) and maintain books, records, accounts, bank statements, current accountants' reports, general ledgers, general journals, cash receipts ledgers, cash disbursements ledgers and source documents, documents indicating title to real or personal property, and any other data which, in reasonable detail, accurately, fairly, and completely reflect Defendants' incomes, and the disbursements, transactions, dispositions, and uses of Defendants' assets; and

B. Destroying, erasing, mutilating, concealing, altering, transferring, or otherwise disposing of, in any manner, directly or indirectly, any documents, including electronically-stored materials, that relate in any way to: the business practices or business or personal finances of

Defendants; or the business practices or finances of entities directly or indirectly under the control of Defendants; and

C. Creating, operating, or exercising any control over any business entity, whether newly-formed or previously inactive, including any partnership, limited partnership, joint venture, sole proprietorship, or corporation, without first providing the Commission with a written statement disclosing: (1) the name of the business entity; (2) the address, telephone number, e-mail address, and website address of the business entity; (3) the names of the business entity's officers, directors, principals, managers, and employees; and (4) a detailed description of the business entity's intended activities.

VII.

LIMITED EXPEDITED DISCOVERY

IT IS FURTHER ORDERED that pursuant to Federal Rules of Civil Procedure 30(a), 31(a), and 34, and notwithstanding the provisions of Federal Rules of Civil Procedure 26(d) and (f), 30(a)(2)(A), and 31(a)(2)(A), the FTC is granted leave, at any time after entry of this Order to:

A. Take the deposition of any Defendant for the purpose of discovering the nature, location, status, and extent of the assets of Defendants, and Defendants' affiliates and subsidiaries; the nature and location of documents reflecting the business transactions of Defendants, and Defendants' affiliates and subsidiaries; the location of any premises where Defendants, directly or through any third party, conduct business operations; the Defendants' whereabouts; and/or the applicability of any evidentiary privileges to this action; and

B. Demand the production of Documents from any Defendant relating to the nature, status, and extent of the assets of Defendants, and Defendants' affiliates and subsidiaries; the nature and location of documents reflecting the business transactions of Defendants, and Defendants' affiliates and subsidiaries; the location of any premises where Defendants, directly or through any third party, conduct business operations; the Defendants' whereabouts; and/or the applicability of any evidentiary privileges to this action.

Five (5) days notice shall be deemed sufficient for any such deposition of any Defendant, seven (7) days notice shall be deemed sufficient for the production of any such documents from any Defendant, and forty-eight (48) hours notice shall be deemed sufficient for the production of any such documents from any Defendant that are maintained or stored only as electronic data. The limitations and conditions set forth in Federal Rules of Civil Procedure 30(a)(2)(A)(ii) and 31(a)(2)(A)(ii) regarding subsequent depositions of Defendants shall not apply to depositions taken pursuant to this Section. Any such depositions of Defendants taken pursuant to this Section shall not be counted toward any limit on the number of depositions under the Federal Rules of Civil Procedure or the Local Rules of Civil Procedure for the United States District Court for the Eastern District of New York, including those set forth in Federal Rules of Civil Procedure 30(a)(2)(A) and 31(a)(2)(A).

VIII.

DISTRIBUTION OF ORDER BY DEFENDANTS

IT IS FURTHER ORDERED that Defendants shall immediately provide a copy of this Order to each of their corporations, subsidiaries, affiliates, divisions, directors, officers, agents,

partners, successors, assigns, employees, attorneys, representatives, sales entities, sales persons, telemarketers, independent contractors, and any other persons in active concert or participation with them. Within ten (10) calendar days from the date of entry of this Order, each Defendant shall serve on the Commission an affidavit identifying the name, title, address, telephone number, date of service, and manner of service of each person or entity Defendants served with a copy of this Order in compliance with this provision.

IX.

CONSUMER REPORTING AGENCIES

IT IS FURTHER ORDERED that, pursuant to Section 604(a)(1) of the Fair Credit Reporting Act, 15 U.S.C. § 1681b(a)(1), any consumer reporting agency may furnish a consumer or credit report concerning any Defendant to the Commission.

X.

DURATION OF THE PRELIMINARY INJUNCTION

IT IS FURTHER ORDERED that, the Preliminary Injunction granted herein shall continue until a final judgment and order is issued in this matter.

XI.

CORRESPONDENCE WITH AND NOTICE TO PLAINTIFF AND DEFENDANTS

IT IS FURTHER ORDERED that, for purposes of this Order, all correspondence and pleadings to the Commission shall be addressed to:

David W. Dulabon
Federal Trade Commission
One Bowling Green, Suite 318
New York, NY 10004
(212) 607-2814 [Telephone]
(212) 607-2822 [Facsimile]
ddulabon@ftc.gov

All correspondence and pleadings to Defendants shall be addressed to:

Jerold W. Dorfman
Attorney At Law
131 Larchmont Avenue
Larchmont, NY 10538
(914) 834-2775 [Telephone]
(914) 834-4503 [Facsimile]
jdorf27@aol.com

XII.

ACKNOWLEDGMENT OF RECEIPT OF ORDER

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

XIII.

RETENTION OF JURISDICTION

IT IS FURTHER ORDERED that this Court shall retain jurisdiction of this matter for all purposes.

STIPULATED AND AGREED TO BY:

FOR THE PLAINTIFF:

David W. Dulabon 5/5/11
David W. Dulabon, Esq. Dated

Ann F. Weintraub, Esq.
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FOR THE DEFENDANTS:

Michael Volozin 5/4/11
Michael Volozin, Dated

individually and as an officer or director of
DLXM LLC, also d/b/a DLX Marketing

Jerold W. Dorfman 5/4/11
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IT IS SO ORDERED, this ___ day of _____, 2011.

The Honorable Frederic Block
United States District Court Judge