

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

COMMISSIONERS: **Rebecca Kelly Slaughter, Acting Chair**
 Noah Joshua Phillips
 Rohit Chopra
 Christine S. Wilson

In the Matter of

**GENNEX MEDIA LLC, a limited liability
company, also d/b/a Brandnex, BrandStrong,
PMGOA, and Promotional Manufacturing
Group of America; and**

**AKIL KURJI, individually and as an officer of
GENNEX MEDIA LLC.**

DOCKET NO.

COMPLAINT

The Federal Trade Commission, having reason to believe that Gennex Media LLC, a limited liability company also d/b/a Brandnex, BrandStrong, PMGOA, and Promotional Manufacturing Group of America, and Akil Kurji, individually and as an officer of Gennex Media LLC (collectively, “Respondents”), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Gennex Media LLC (“Gennex”), also doing business as Brandnex, BrandStrong, PMGOA, and Promotional Manufacturing Group of America, is a Texas limited liability company with its principal office or place of business at 4771 Sweetwater Blvd. #241, Sugar Land, TX 77479.
2. Respondent Akil Kurji (“Kurji”) is Gennex’s sole officer and shareholder. Individually or in concert with others, he controlled or had the authority to control, or participated in the acts and practices of Gennex, including the acts and practices alleged in this complaint. His principal office or place of business is the same as that of Gennex.
3. At all times material to this Complaint, Kurji has been responsible for Gennex’s ongoing operations. Kurji’s responsibilities include, but are not limited to: creating content for the Brandnex.com website; approving changes to the Brandnex.com website; creating content for social media posts; approving all social media content; and creating and approving content for YouTube.

4. At all times material to this Complaint, Kurji was responsible for the contracts between Gennex and its suppliers, including overseas suppliers.

5. The acts and practices of Respondents alleged in this Complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

6. Since at least 2012, Respondents have advertised, offered for sale, sold, and distributed customizable promotional products to consumers, including, but not limited to, wristbands, lanyards, temporary tattoos, and buttons.

7. Respondents have sold their promotional products on their websites including, but not limited to, brandnex.com and pmgoa.com, as well as on third-party sales platforms such as amazon.com.

8. Respondents have disseminated or have caused to be disseminated advertisements and promotional materials for customizable promotional products, including but not necessarily limited to the attached Exhibits A through D. These materials contain the following statements and depictions:

A. “Made in USA”





(Exhibit A, Brandnex website)

B. "MADE IN USA"



(Exhibit B, Brandnex Price List)

C. "Made in USA" and "USA MADE."



(Exhibit C, Brandnex Facebook Header)

D. “. . . MANUFACTURED RIGHT HERE IN AMERICA!”



(Exhibit D, Brandnex YouTube Video).

9. In numerous instances, including, but not limited to, the promotional materials referenced in Paragraph 8, Respondents have represented, expressly or by implication, that their customizable promotional products are all or virtually all made in the United States.

10. In fact, in numerous of these instances, Respondents’ customizable promotional products are wholly imported from China.

11. In some cases, Respondents’ products ship directly from Chinese manufacturers to consumers, without even passing through a U.S. facility controlled by Respondents.

12. Therefore, Respondents’ express or implied representations that their customizable promotional products are all or virtually all made in the United States deceive consumers.

13. Despite knowing that, in numerous instances, Respondents’ customizable promotional products are wholly imported from China, Kurji formulated or approved the promotional materials referenced in Paragraph 8.

Count I
False or Unsubstantiated Representation – Made in USA

14. In connection with the advertising, promotion, offering for sale, or sale of customizable promotional products, Respondents have represented, directly or indirectly, expressly or by implication, that such products, including the materials and subcomponents used to make such products, are all or virtually all made in the United States.

15. In fact, in numerous instances, Respondents' customizable promotional products are wholly imported or incorporate significant imported materials or subcomponents. Therefore, the representation set forth in paragraph 14 is false or misleading, or was not substantiated at the time the representation was made.

Violations of Section 5

16. The acts and practices of Respondents as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this _____ day of _____, 20__, has issued this Complaint against Respondents.

By the Commission.

[April J. Tabor]
[Acting Secretary]

SEAL: