	Case 8:11-cv-00724-AG	-AN	Document 3	File	ed 05/24/11	Page 1 of 20	Page ID #:71
1 2	ALAN PHELPS Trial Attorney	otact	ion Litigation				
2	Office of Consumer Pro U.S. Department of Jus PO Box 386 Washington DC 20044	tice	Ion Lingation			JS - 6	
4	Washington, DC 20044 Telephone: 202-307-6 Facsimile: 202-514-87	154 742	2011				
5	E-mail: alan.phelps@u		.gov				
6 7	ANDRÉ BIROTTE JR. United States Attorney Central District of Calif		a				
8	LEE WEIDMAN, AUS Chief, Civil Division	SA					
9	GARÝ PLESSMAN, A Chief, Civil Frauds Sec	tion					
10	Central District of Calif California State Bar No). 101	1233				
11	Room 7516, Fede 300 North Los A	ngel	es Street				
12	Los Angeles, CA Telephone: (213 Facsimile: (213) 894	4-2474				
13	E-mail: gary.ple	ssma	m@usdoj.gov				
14	Attorneys for Plaintiff THE UNITED STATES OF AMERICA						
15	IN TH	IE U	NITED STAT	ΓES	DISTRICT	COURT	
16	FOR TH	E C	ENTRAL DIS	TRI	CT OF CA	LIFORNIA	
17	UNITED STATES OF	F A N	IFRICA		Case No.		
18	UNITED STATES OF	1 111	Plaintiff,				Nx)
19	V.				CONSEN	NT DECREE	
20	PLAYDOM, INC., a s	ubsi	diary of Disne	ey		FOR CIVIL	AND
21	Enterprises, Inc.,					TIES, INJUN	
22	and,				AND UI	HER RELIE	Г
23			• 1 . 11				
24	HOWARD MARKS, i	Indiv	Defendants.				
25						_	
26	WHEREAS Plain	ntiff,	the United St	ates	of America	a, has commen	ced this

action by filing the complaint herein; Defendants have waived service of the Summons and Complaint; the parties have been represented by the attorneys

Consent Decree

whose names appear hereafter; and the parties have agreed to settlement of this
 action upon the following terms and conditions, without adjudication of any issue
 of fact or law, and without Defendants admitting that any issue of fact or law other
 than those related to jurisdiction and venue is true;

5 THEREFORE, on the joint motion of Plaintiff and Defendants, it is hereby
6 ORDERED, ADJUDGED, and DECREED as follows:

- This Court has jurisdiction of the subject matter and of the parties pursuant
 to 28 U.S.C. §§ 1331, 1337(a), 1345, and 1355, and 15 U.S.C.
- 9 § § 45(m)(1)(A), 53(b), 56(a), and 57b.
- 10 2. Venue is proper as to all parties in the Central District of California under 15
 11 U.S.C. § 53(b) and 28 U.S.C. §§ 1391(b)-(c) and 1395(a).
- 12 3. The activities of Defendants are in or affecting commerce as defined in
 13 Section 4 of the FTC Act, 15 U.S.C. § 44.
- 14 4. The Complaint states a claim upon which relief may be granted against 15 Defendants under Sections 1303(c) and 1306(d) of the Children's Online 16 Privacy Protection Act of 1998 ("COPPA"), 15 U.S.C. §§ 6501-6506, 17 6502(c), and 6505(d); the Commission's Children's Online Privacy 18 Protection Rule, 16 C.F.R. Part 312; and Sections 5(a)(1), 5(m)(1)(A), 13(b), 19 and16(a) of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 20 41-58, 45(a)(1), 45(m)(1)(A), 53(b), and 56(a). Among other things, the complaint alleges that Defendants violated COPPA by failing to provide 21 notice to parents of their information practices, and to obtain verifiable 22 23 parental consent prior to collecting, using, and or disclosing personal 24 information from children online.
- 25 5. Defendants have entered into this Consent Decree and Order for Civil
 26 Penalties, Injunction, and Other Relief ("Order") freely and without
 27 coercion. Defendants further acknowledge that they have read the
 28 provisions of this Order and are prepared to abide by them.

1	6.	Plaintiff and Defendants hereby waive all rights to appeal or otherwise
2		challenge the validity of this Order.
3	7.	Plaintiff and Defendants stipulate and agree that entry of this Order shall
4		constitute a full, complete, and final settlement of this action.
5	8.	Defendants have agreed that this Order does not entitle them to seek or to
6		obtain attorneys' fees as a prevailing party under the Equal Access to Justice
7		Act, 28 U.S.C. § 2412, and Defendants further waive any rights to attorneys'
8		fees that may arise under said provision of law.
9	9.	Entry of this Order is in the public interest.
10		DEFINITIONS
11	10.	"Rule" means the Federal Trade Commission's Children's Online Privacy
12		Protection Rule, 16 C.F.R. Part 312.
13	11.	The terms "child," "collects," "collection," "Commission," "delete,"
14		"disclosure," "Internet," "online contact information," "operator," "parent,"
15		"person," "personal information," "third party," "verifiable consent," and
16		"website or online service directed to children," mean as those terms are
17		defined in Section 312.2 of the Rule, 16 C.F.R. § 312.2.
18	12.	"Individual Defendant" means Howard Marks.
19	13.	"Corporate Defendant" means Playdom. Inc., and its successors and assigns.
20	14.	"Defendants" means both the Individual Defendant and the Corporate
21		Defendant.
22		INJUNCTION
23	15.	IT IS ORDERED that Defendants, and their officers, agents,
24		representatives, and employees, and all persons in active concert or
25		participation with them who receive actual notice of this Order by personal
26		service or otherwise, are hereby enjoined, directly or through any
27		corporation, subsidiary, division, website, or other device, from:
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	I	

A. Failing, on any website or online service directed to children, or on any website or online service through which they, with actual knowledge, collect, use, and/or disclose personal information from children, to provide sufficient notice of the information Defendants collect online from children, how they use such information, their disclosure practices, and all other content, as required by Section 312.4(b) of the Rule, 16 C.F.R. § 312.4(b);

B. Failing, on any website or online service directed to children, or on any website or online service through which they, with actual knowledge, collect, use, and/or disclose personal information from children, to provide direct notice to parents of what information Defendants collect online from children, how they use such information, their disclosure practices, and all other required content, as required by Section 312.4(c) of the Rule, 16 C.F.R. § 312.4(c);

- C. Failing, on any website or online service directed to children, or on any website or online service through which they, with actual knowledge, collect, use, and/or disclose personal information from children, to obtain verifiable parental consent before any collection, use, and/or disclosure of personal information from children, as required by Section 312.5 of the Rule, 16 C.F.R. § 312.5(a)(1); or,
- D. Violating any other provision of the Children's Online Privacy
 Protection Rule, 16 C.F.R. Part 312, and as the Rule may hereafter be amended. A copy of the Rule is attached hereto as "Appendix A" and incorporated herein as if fully set forth verbatim.

16. **IT IS FURTHER ORDERED** that Defendants, and their officers, agents, representatives, and employees, and all persons in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby enjoined, directly or through any

corporation, subsidiary, division, website, or other device, in connection
with the operation of any website or online service, from making any
misrepresentation in the website or online service's privacy policy or
elsewhere about the website or online service's collection, use, disclosure, or
deletion of children's personal information.

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DELETION OF CHILDREN'S PERSONAL INFORMATION

17. **IT IS FURTHER ORDERED** that Defendants, within ten (10) days from the date of receipt of notice of the entry of this Order shall delete all personal information collected and maintained within their possession, custody, or control in violation of the Rule at any time from April 21, 2000 through the date of entry of this Order.

CONSUMER EDUCATION REMEDY

13 18. **IT IS FURTHER ORDERED** that, for a period of five (5) years from the date of entry of this Order, Defendants, in connection with their operation of 14 any website or online service directed to children, and any website or online 15 service through which Defendants, with actual knowledge, collect, use, 16 17 and/or disclose personal information from children, shall place a clear and 18 conspicuous notice: (1) within the privacy policy required to be posted by 19 Section 312.4(b) of the Rule, 16 C.F.R. § 312.4(b); (2) within the direct 20 notice required to be sent to parents by Section 312.4(c) of the Rule, 16 21 C.F.R. § 312.4(c); and, (3) at each location on the website or online service 22 where personal information is collected, which states as follows in **bold** 23 typeface:

> **NOTICE:** Visit www.OnGuardOnline.gov for tips from the Federal Trade Commission on protecting kids' privacy online ["www.OnguardOnline.gov" must contain a hyperlink to http://www.onguardonline.gov/topics/kids-privacy.aspx]

Defendants shall be required to change the hyperlinks/URLs within fifteen (15) days after receipt of notice from the Federal Trade Commission of a change to such hyperlinks/URLs.

CIVIL PENALTY

- IT IS FURTHER ORDERED that Defendants, jointly and severally, shall
 pay to Plaintiff a civil penalty, pursuant to Section 5(m)(1)(A) of the FTC
 Act, 15 U.S.C. § 45(m)(1)(A), in the amount of three million dollars
 (\$3,000,000).
- 20. Prior to or concurrently with Defendants' execution of this Order, 6 Defendants shall turn over the full amount of the civil penalty to their 7 8 attorneys, who shall hold the entire sum for no purpose other than payment to the Treasurer of the United States after entry of this Order by the Court. 9 Within five (5) days of receipt of notice of the entry of this Order, 10 Defendants' attorneys shall transfer the sum of three million dollars 11 12 (\$3,000,000) in the form of a wire transfer or certified cashier's check made payable to the Treasurer of the United States. The check and/or written 13 14 confirmation of the wire transfer shall be delivered in accordance with procedures specified by the Office of Consumer Litigation, Civil Division, 15 16 U.S. Department of Justice, Washington, DC 20530.
- 17 21. Defendants relinquish all dominion, control, and title to the funds paid to the
 18 fullest extent permitted by law. Defendants shall make no claim to or
 19 demand return of the funds, directly or indirectly, through counsel or
 20 otherwise.

21 22. Defendants agree that they will not contest the Commission's right to any
22 payment or money judgment in any subsequent civil litigation filed by or on
23 behalf of the Commission to enforce its rights to any payment or money
24 judgment pursuant to this Order.

25 23. Defendants agree that the judgment represents a civil penalty owed to the
26 United States Government, and is not compensation for actual pecuniary
27 loss, and therefore, as to the Individual Defendant, it is not subject to
28 discharge under the Bankruptcy Code pursuant to 11 U.S.C. § 523(a)(7).

24. In the event of any default payment, which default continues for ten (10) days beyond the due date of payment, the entire unpaid penalty, together with interest, as computed pursuant to 28 U.S.C. § 1961 (accrued from the date of default to the date of payment) shall immediately become due and payable.

COMPLIANCE MONITORING

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

A. Within fourteen (14) days of receipt of a written request from a representative of the Commission, Defendants each shall submit written responses, which are true and accurate and sworn to under penalty of perjury; produce documents for inspection and copying; appear for deposition; and provide entry during normal business hours to any business location in each Defendant's possession or direct or indirect control to inspect the business operation. Provided that, Defendants, after attempting to resolve a dispute without court action and for good cause shown, may file a motion with this Court seeking an order including one or more of the protections set forth in Fed. R. Civ. P. 26(c).

B. In addition, the Commission is authorized to use all other lawful means, including but not limited to:

 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. Having its representatives pose as consumers and suppliers to Defendants, their employees, or any other entity managed or controlled in whole or in part by any Defendant, without the necessity of identification or prior notice; and,

1		C.	Defendants each shall permit representatives of the Commission to	
2			interview any employer, consultant, independent contractor,	
3			representative, agent, or employee who has agreed to such an	
4			interview, relating in any way to any conduct subject to this Order.	
5			The person interviewed may have counsel present, including	
6		Defendants' counsel and any individual counsel.		
7		D.	For purposes of the compliance reporting and monitoring required by	
8			this Order, the Commission is authorized to communicate directly	
9			with each Defendant. Defendants may have counsel present.	
10		<i>Provided however</i> , that nothing in this Order shall limit the Commission's		
11		lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC		
12		Act, 15 U.S.C. §§ 49, 57b-1, to obtain any documentary material, tangible		
13		things, testimony, or information relevant to unfair or deceptive acts or		
14		practices in or affecting commerce (within the meaning of 15 U.S.C.		
15		§ 45(a)(1)).		
16		COMPLIANCE REPORTING		
17	26.	IT IS FURTHER ORDERED that, in order that compliance with the		
18		provisions of this Order may be monitored:		
19		A.	For a period of four (4) years from the date of entry of this Order,	
20			1. The Individual Defendant shall notify the Commission of the	
21			following:	
22			a. Any changes in the Individual Defendant's residence,	
23			mailing address, and telephone number, within ten (10)	
24			days of the date of such change;	
25			b. Any changes in the Individual Defendant's employment	
26			status (including self-employment), and any change in	
27			the Individual Defendant's ownership in any business	
28			entity, within ten (10) days of the date of such change.	

Such notice shall include the name and address of each business that the Individual Defendant is affiliated with, employed by, creates or forms, or performs services for; a detailed description of the nature of the business; and a detailed description of the Individual Defendant's duties and responsibilities in connection with the business or employment; and,

Any changes in the structure of any business entity that c. the Individual 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: incorporation or other organization; a dissolution, assignment, sale, merger, or other action; the creation or dissolution of a subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order; or a change in the business name or address, at least thirty (30) days prior to such change, provided that, with respect to any such change in the business entity about which the Individual Defendant learns less than thirty (30) days prior to the date such action is to take place, the Individual Defendant shall notify the Commission as soon as is practicable after obtaining such knowledge; and

d. Any changes in the Individual Defendant's name or use of any aliases or fictitious names within ten (10) days of the date of such change.

2. The Corporate Defendant shall notify the Commission of any changes in the structure of the Corporate Defendant or any business entity that it directly or indirectly controls, or has an

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ownership interest in, that may affect compliance obligations
arising under this Order, including but not limited to:
incorporation or other organization; a dissolution, assignment,
sale, merger, or other action; the creation or dissolution of a
subsidiary, parent, or affiliate that engages in any acts or
practices subject to this Order; or a change in the business name
or address, at least thirty (30) days prior to such change, *provided that*, with respect to any such change in the business
entity about which the Corporate Defendant learns less than
thirty (30) days prior to the date such action is to take place, it
shall notify the Commission as soon as is practicable after
obtaining such knowledge.

B. Sixty (60) days after the date of entry of this Order, and thereafter for a period of four (4) years, at such times as the Federal Trade
Commission shall reasonably require, Defendants each shall provide a written report to the Commission, which is true and accurate and sworn to under penalty of perjury, setting forth in detail the manner and form in which each has complied and is complying with this Order. This report shall include, but not be limited to:

1. For the Individual Defendant:

a. The Individual Defendant's then-current residence address, mailing addresses, and telephone numbers;

b. The Individual Defendant's then-current employment status (including self-employment), including the name, addresses, and telephone numbers of each business that the Individual Defendant is affiliated with, employed by, or performs services for; a detailed description of the nature of the business; and a detailed description of the

Individual Defendant's duties and responsibilities in connection with the business or employment; and,

c. Any other changes required to be reported under Section 26.A. of this Order.

2. For the Corporate Defendant, and for the Individual Defendant in connection with any business that the Individual Defendant controls, directly or indirectly, or in which he has a majority ownership interest:

a. A statement setting forth in detail the criteria and process through which each Defendant's websites or online services register visitors online for any activity requiring the submission of personal information, and a copy of each different version of screen or page providing or collecting registration information;

 A copy of each different version of privacy notice posted on each website or online service operated by each Defendant;

c. A statement setting forth in detail each place where the privacy notice on any such website or online service is located and a copy of each different version of screen or page on which such website or online service collects personal information;

d. A copy of each different version of privacy notice sent to parents of children that register on each website or online service;

e. A statement setting forth in detail when and how each such notice to parents is provided;

f. A statement setting forth in detail the methods used to

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obtain verifiable parental consent prior to any collection, use, and/or disclosure of personal information from children;

- g. A statement setting forth in detail the means provided for parents to review the personal information collected from their children and to refuse to permit its further use or maintenance;
- h. A statement setting forth in detail why each type of information collected from a child is reasonably necessary for the provision of the particular related activity;
- A statement setting forth in detail the procedures used to protect the confidentiality, security, and integrity of personal information collected from children;
- j. A copy of each acknowledgment of receipt of this Order, obtained pursuant to the Section titled "Distribution of Order"; and,
- k. Any other changes required to be reported under Section 26.A. of this Order.
- C. Each Defendant shall notify the Commission of the filing of a bankruptcy petition by such Defendant within fifteen (15) days of filing.
- D. For the purposes of this Order, Defendants shall, unless otherwise directed by the Commission's authorized representatives, send by overnight courier (not the U.S. Postal Service) all reports and notifications to the Commission that are required by this Order to the following address:

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Associate Director for Enforcement Bureau of Consumer Protection Federal Trade Commission 600 Pennsylvania Avenue, NW Washington, D.C. 20580 RE: <u>U.S. v. Playdom, Inc.</u>

Provided that, in lieu of overnight courier, Defendants may send such reports or notifications by first-class mail, but only if Defendants contemporaneously send an electronic version of such report or notification to the Commission at: DEBrief@ftc.gov.

RECORD-KEEPING PROVISIONS

27. **IT IS FURTHER ORDERED** that, for a period of seven (7) years from the date of entry of this Order, Defendants, for any business for which they, individually or collectively, are the majority owner or directly or indirectly control, are hereby restrained and enjoined from failing to create and retain the following records:

- A. A print or electronic copy (in HTML format) of all documents necessary to demonstrate full compliance with each provision of this Order, including, but not limited to:
 - Copies of acknowledgments of receipt of this Order required by Sections titled "Distribution of Order" and "Acknowledgment of Receipt of Order";
 - 2. All reports submitted to the Commission pursuant to the Section titled "Compliance Reporting";

3. A sample copy of every materially different form, web page, or screen through which personal information is collected, and a sample copy of each materially different document containing any representation regarding Defendants' collection, use, and disclosure practices pertaining to personal information of a

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child. Each web page copy shall be accompanied by the URL
of the web page where the material was posted online.
Electronic copies shall include all text and graphics files, audio
scripts, and other computer files used in presenting information
on the Internet. *Provided*, however, that Defendants shall not
be required to retain any document for longer than two (2) years
after the document was created, or to retain a print or electronic
copy of any amended web page or screen to the extent that the
amendment does not affect Defendants' compliance obligations
under this Order.

DISTRIBUTION OF ORDER

12 28. IT IS FURTHER ORDERED that, for a period of four (4) years from the
13 date of entry of this Order, Defendants shall deliver copies of the Order,
14 including Appendix A, as directed below:

15 A. Corporate Defendant: The Corporate Defendant must deliver a copy of this Order to: (1) all of its principals, officers, directors, and 16 managers of any business engaged in conduct related to the subject 17 18 matter of the Order; (2) all employees, agents, and representatives 19 who have responsibilities related to the operation of any website or online service subject to this Order; and (3) any business entity 20 resulting from any change in structure set forth in Subsection A.2. of 21 the Section titled "Compliance Reporting." For current personnel, 22 23 delivery shall be within five (5) days of service of this Order upon the Corporate Defendant. For new personnel, delivery shall occur prior to 24 their assuming their responsibilities. For any business entity resulting 25 26 from any change in structure set forth in Subsection A.2. of the 27 Section titled "Compliance Reporting," delivery shall be at least ten 28 (10) days prior to the change in structure.

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B. Individual Defendant as a control person: For any business engaged in conduct related to the subject matter of the Order that the Individual Defendant controls, directly or indirectly, or in which the Individual Defendant has a majority ownership interest, the Individual Defendant must deliver a copy of this Order to: (1) all principals, officers, directors, and managers; and (2) all employees, agents, and representatives who have responsibilities related to the operation of any website or online service subject to this Order. For current personnel, delivery shall be within five (5) days of service of this Order upon the Individual Defendant. For new personnel, delivery shall occur prior to their assuming their responsibilities.

- C. Individual Defendant as employee or non-control person: For any business where the Individual Defendant is not a controlling person of a business but otherwise engages in conduct related to the subject matter of this Order, the Individual Defendant must deliver a copy of this Order to all principals and managers of such business before engaging in such conduct.
- D. Defendants must secure a signed and dated statement acknowledging receipt of the Order, within thirty (30) days of delivery, from all persons receiving a copy of the Order pursuant to this Section.
 Defendants shall maintain copies of the signed statements, as well as other information regarding the fact and manner of its compliance, including the name and title of each person to whom a copy of the Order has been provided and, upon request, shall make the statements and other information available to the Commission.

ACKNOWLEDGMENT OF RECEIPT OF ORDER

27 29. IT IS FURTHER ORDERED that each Defendant, within five (5) business
 28 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.

1	PROVISION OF TAXPAYER IDENTIFYING NUMBERS			
2	30. IT IS FURTHER ORDERED that the Corporate Defendant is hereby			
3	required, in accordance with 31 U.S.C. § 7701, to furnish to the Federal			
4	Trade Commission its taxpayer identifying number (employer identification			
5	number), which shall be used for purposes of collecting and reporting any			
6	delinquent amount arising out of its relationship with the government.			
7	RETENTION OF JURISDICTION			
8	31. This Court shall retain jurisdiction of this matter for the purposes of			
9	construction, modification, and enforcement of this Order.			
10				
11	JUDGMENT IS THEREFORE ENTERED in favor of Plaintiff and			
12	against Defendants, pursuant to all the terms and conditions recited above.			
13	Dated this 24th day of May, 2011.			
14	Duce this 2 thi day of thay, 2011.			
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16	Curandy R			
17	UNITED STATES DISTRICT JUDGE			
18	ANDREW J. GUILFORD			
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	Consent Decree Page 16 of 20			

1	The parties, by their counsel, hereby consent to the terms and conditions of
2	the Order as set forth above and consent to the entry thereof.
3	
4	FOR PLAINTIFF THE UNITEDSTATES OF AMERICA:
5	TONY WEST
6	Assistant Attorney General, Civil Division
7	U.S. DEPARTMENT OF JUSTICE
8	ANDRÉ BIROTTE, JR. United States Attorney
9 10	Central District of California LEE WEIDMAN, AUSA Chief, Civil Division
10	Chief, Civil Division
11	/s Gary Plessman
12	GARY PLESSMAN, AUSA Chief, Civil Frauds Section
13	Central District of California
14	California State Bar No. 101233 Room 7516, Federal Building
15 16	300 North Los Angeles Street Los Angeles, CA 90012 Telephone: 213-894-2474
10	gary.plessman@usdoj.gov
18	MAAME EWUSI-MENSAH FRIMPONG
19	Acting Deputy Assistant Attorney General
20	KENNETH L. JOST
21	Acting Director Office of Consumer Protection Litigation
22	/s Alon Dholns
23	/s Alan Phelps ALAN PHELPS
24	Trial Attorney Office of Consumer Protection Litigation
25	U.S. Department of Justice PO Box 386
26	Washington, DC 20044-0386 Telephone: 202-307-6154 alan.phelps@usdoj.gov
27	alan.phelps@usdoj.gov
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	Case 8:11-cv-00724-AG -AN Document 3 Filed 05/24	4/11 Page 18 of 20	Page ID #:88
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8	8 s/Mamie Kresses		
9	9 MAMIE KRESSES		
10	Attorney		
11	Washington, D.C. 20580 (202) 326-2070 (voice)		
12	12 (202) 326-3259 (fax)		
13	13 <u>s/Phyllis Hurwitz Marcus</u>		
14	14 PHYLLIS HURWITZ MARCUS		
15	15 Attorney Federal Trade Commission		
16	 16 600 Pennsylvania Avenue, NW 16 Washington, D.C. 20580 (202) 326-2854 (voice) (202) 326-3259 (fax) 		
17	$\begin{array}{c} (202) \ 326-2854 \ (Volce) \\ (202) \ 326-3259 \ (fax) \end{array}$		
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28	Consent Decree Page 18 of 20		

	Case 8:11-cv-00724-AG -AN Document 3 Filed 05/24/11 Page 19 of 20 Page ID #:89
1	FOR DEFENDANT
2	PLAYDOM, INC:
3	s/Brad Serwin
4 5	BRAD SERWIN Chief Operating Officer Playdom, Inc.
6 7	APPROVED AS TO CONTENT AND FORM:
8 9	s/ Andrew Serwin
10	ANDREW SERWIN Foley & Lardner LLP Attorney for Playdom Inc
11 12	Foley & Lardner LLP Attorney for Playdom, Inc., a subsidiary of Disney Enterprises, Inc. Aserwin@foley.com
13	s/Mozelle W. Thompson
14 15	MOZELLE W. THOMPSON Attorney for Playdom, Inc., a subsidiary of Disney Enterprises, Inc. mozelle@fb.com
16	mozelle@fb.com
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	Consent Decree Page 19 of 20

	Case 8:11-cv-00724-AG -AN Document 3 Filed 05/24/11 Page 20 of 20 Page ID #:90	
	FOR DEFENDANT	
1	HOWARD MARKS:	
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3	s/Howard Marks	
4	HOWARD MARKS	
5		
6 7	APPROVED AS TO CONTENT AND FORM:	
8		
9	<u>s/D. Reed Freeman</u>	
10	D. REED FREEMAN Morrison & Foerster LLP	
11	Morrison & Foerster LLP Attorney for Howard Marks rfreeman@mofo.com	
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