e -	×,	ı C	- O	
	1 2 3 4 5 6 7 8 9 10	Daniel L. Balsam (State Bar No. 260423) THE LAW OFFICES OF DANIEL BALSAM 2601C Blanding Avenue #271 Alameda, CA 94501 Tel: (415) 869-2873 Fax: (415) 869-2873 Email: legal@danbalsam.com Jacob Harker (State Bar No. 261262) LAW OFFICES OF JACOB HARKER 582 Market Street, Suite 1007 San Francisco, CA 94104 Tel: (415) 624-7602 Fax: (415) 684-7757 Email: jacob@harkercounsel.com	San Rancisco County Sinon O MAR OS 2010 Sinon O SAN OS 2010 Sinon O SAN OS 2010 Sinon O SAN OS 2010 Sinon O San Si	
	11 12	Attorneys for Plaintiffs	Depting Cont	
	13 14		IE STATE OF CALIFORNIA	
	15	COUNTY OF-SAN FRANCISCO	O (UNLIMITED JURISDICTION)	
	16	GINA ANDERSON, an individual;) Case No.: $CGC - 19 - 574241$	
	17	NICK CARBONARA, an individual; SHERRI DUNNING, an individual;		
	18 19	DAVID GREENBERG, an individual; RONETTA TAYLOR, an individual;) COMPLAINT FOR DAMAGES)) 1. VIOLATIONS OF CALIFORNIA	
	20 21	Plaintiffs,) RESTRICTIONS ON UNSOLICITED	
	21	V.) COMMERCIAL E-MAIL (Cal. Bus. &) Prof. Code § 17529.5) 	
	22 23	SUPERNATURAL MAN LLC, a defunct		
	23 24	New Jersey limited liability company; JONATHAN BRETT ALLCORN, an)	
	24	individual; SIDET PRESEARCH, a business entity of		
	25 26	unknown organization;) a second tradition at the same engine of	
	20	TARGETED PAGES, a business entity of unknown organization;		
	27	TRADING SEEK, a business entity of)	
	28 29	unknown organization;		
		APPROACHPEN.COM, a business entity of unknown organization;)	
	30 31	IRKSOMELY.COM, a business entity of unknown organization;		
		Сом	1 PLAINT	-

PLATONL.COM, a business entity of
unknown organization;
WOODIESTING.COM, a business entity of
unknown organization; and
DOES 1-300;

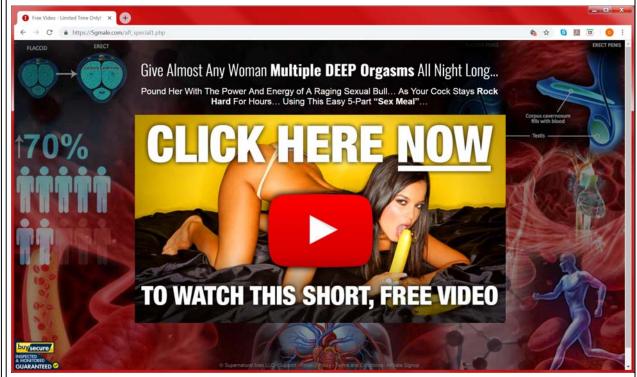
Defendants.

COME NOW PLAINTIFFS GINA ANDERSON *et al* and file this Complaint for one cause of action against Defendants SUPERNATURAL MAN LLC *et al* and allege as follows:

I. INTRODUCTION AND SUMMARY OF THE COMPLAINT

1. Plaintiffs MARTA GREENBERG *et al* bring this Action against professional "spamvertiser" SUPERNATURAL MAN LLC and its principal JONATHAN BRETT ALLCORN (collectively "5GMALE") and its third party advertising networks and affiliates a/k/a publishers ("Marketing Partners"), for advertising in/conspiring to advertise in at least 40 unlawful unsolicited commercial emails ("spams") that Plaintiffs received.

The spams all linked to the 5gmale.com website:



for purposes of hawking the "5G Male Performance Enhancer" pills, which comes with "free gifts" such as:

2.

5G Enhancement Bible. Every bonus tip, trick and technique we've developed • to give you the absolute hardest, longest lasting erections possible with 5G Male, as well as increase orgasm strength and load size. The Multiplier Method. 5 minutes a day exercises to multiply your sexual performance even more. These exercises are not just great for your erections, but great at burning fat, increasing your overall health, giving you more energy in bed and making you feel better throughout your day. The XXL Formula. The ultimate penis lengthening formula to get you real, long lasting size enhancement. You'll discover the best foods, exercises, techniques to increase the size of your penis fast, as well as foods and exercises to AVOID that can damage your penis. You'll be blown away by how easy this is. Magic Words That Drive Her Wild. This "black book of sex" contains the dirtiest, most unthinkable, most seductive "dirty talk" lines you've ever heard and women love them! These magic phrases are designed to give your girl more intense, longer lasting orgasms and make her louder and more ecstatic than you've ever seen. Finally get your girl to reveal her dirtiest side. "Text To Sex" Course. A step-by-step blueprint of the EXACT messages to send your wife or girlfriend to get her turned on and so incredibly horny she's practically dragging you into bed the second you get home! Includes word-forword text messages you can send your girl as well as a step-by-step walkthrough of real text message conversations with women. Female Confessions. Live, raw and uncensored video confessions about what women really want in bed. Discover their secret fantasies and hidden sexual desires. 8 women come clean and tell the raw truth - just make sure you're ready to hear it, because it may be shocking to you! Discover the "13 Female Fantasies," the 12 big mistakes men make and much more in this juicy hiddencamera video course. Become Supernatural: Extreme Sexual Performance Secrets with Playboy Radio host and sex expert, the super-hot Jessica J. This includes the top secrets from hot women and sex experts to turn your lover on and make sure you're the best in bed she's ever had! Discover the dirty truth about what really works in bed and tricks always perform your BEST. This series is only for the most ambitious men who are really motivated to take their sex life to the highest level possible. You'll get three FREE modules over the next 14 days and if you chose to continue, it's just \$17.48 per week billed monthly after that. 3 COMPLAINT

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

	Subject: A STRONGER, THICKER MEMBER - FREE TRIAL, 100% GUARANTEED
	From: Thank you (5G-Male-Congratulations!@tollcompass.net)
	To: ronetta.taylor@yahoo.com;
	Date: Friday, September 28, 2018 11:27 PM
	IS THE END OF VIAGRA
	RE: pleasuring two girls
	I\$ronetta.taylor\$1 Work hard, play hard, do harder
	5GMALE
	Welcome to The Future of sex
	IS THE END OF VIAGRA
	Want to Get Hard Without VIAGRA
	5GMALE is the newest Male Enchancement breakthrough that
	has taken the media and scientists by storm. Get the facts on this revolutionary supplement
	WATCH VIDEO
	50 Lloyd Rd, Montelair NJ 07042
	Unsubscribe Here Sidet Presearch, 4924 Balboa Blvd,# 482,Encino,CA,91316
of 1	11/11/201

4. No Plaintiff gave direct consent to receive commercial email advertisements from, or had a preexisting or current business relationship with, 5GMALE – the entity advertised in the spams.

5. The spams all materially violated Cal. Business & Professions Code § 17529.5 ("Section 17529.5") due to the inclusion of: a) third parties' domain names without permission; b) materially false and deceptive information contained in or accompanying the email headers:
From Names, registration information for the sending domain names in the Sender Email Addresses, and Subject Lines; and/or c) Subject Lines misleading relative to the contents or subject matter of the emails.

6. 5GMALE is strictly liable for advertising in spams sent by its Marketing Partners. Even *if* 5GMALE's Marketing Partners are not directly liable under Section 17529.5 for advertising in the spams, they are still liable on the basis of civil conspiracy, as discussed herein.

7. Spam recipients are not required to allege or prove reliance or actual damages to have standing. *See* Cal. Bus. & Prof. Code § 17529.5(b)(1)(A)(iii). Plaintiffs elect to recover statutory damages only and forego recovery of any actual damages. *See* Cal. Bus. & Prof. Code § 17529.5(b)(1)(B).

8. This Court should award liquidated damages of \$1,000 per email as provided by
Section 17529.5(b)(1)(B)(ii), and not consider any reduction in damages, because 5GMALE and its Marketing Partners failed to implement reasonably effective systems to prevent advertising in/conspiring to advertise in unlawful spams. The unlawful elements of these spams represent willful acts of falsity and deception, rather than clerical errors.

9. This Court should award Plaintiffs their attorneys' fees pursuant to Section
17529.5(b)(1)(C). *See also* Cal. Code of Civil Procedure § 1021.5, providing for attorneys fees
when private parties bear the costs of litigation that confers a benefit on a large class of persons;
here, by reducing the amount of false and deceptive spam received by California residents.

II. PARTIES

28 A. <u>Plaintiffs</u>

29 10. GINA ANDERSON ("ANDERSON") was domiciled in and a citizen of the State of
30 California, when she received the spams at issue. The spams at issue were sent to

1 ANDERSON's email address miasweet84@gmail.com that she ordinarily accesses from California. 2

3 11. NICK CARBONARO ("CARBONARO") was domiciled in and a citizen of the State of 4 California, when he received the spams at issue. The spams at issue were sent to 5 CARBONARA's email address carbonaro1@att.net that he ordinarily accesses from California. 12. 6 SHERRI DUNNING ("DUNNING") was domiciled in and a citizen of the State of 7 California, when she received the spams at issue. The spams at issue were sent to DUNNING's 8 email address jsdunn50@yahoo.com that she ordinarily accesses from California. 9 13. DAVID GREENBERG ("GREENBERG") was domiciled in and a citizen of the State of

10 California, when he received the spams at issue. The spams at issue were sent to GREENBERG's email address davegreen1131@gmail.com that he ordinarily accesses from 11 12 California.

RONETTA TAYLOR ("TAYLOR") was domiciled in and a citizen of the State of 13 14. 14 California, when she received the spams at issue. The spams at issue were sent to TAYLOR's 15 email address ronetta.taylor@yahoo.com that she ordinarily accesses from California.

16 15. Plaintiffs' joinder in this Action is proper pursuant to Cal. Code of Civil Procedure § 378 because Plaintiffs seek relief based on the same series of transactions or occurrences: all received 18 similar spams in the same general time period advertising 5GMALE's websites and its purported "male enhancement pills," and all of those spams were sent by 5GMALE or its Marketing Partners. The same questions of law (e.g., violations of Section 17529.5, strict liability) and fact (e.g., direct consent, practices and procedures to prevent advertising in unlawful spam) will arise in this Action. The fact that each Plaintiff does not sue for *exactly* the same spams does not bar joinder: "It is not necessary that each plaintiff be interested as to every cause of action or as to all relief prayed for. Judgment may be given for one or more of the plaintiffs according to their respective right to relief." Cal. Code Civ. Proc. § 378(b).

B. Defendants

17

19

20

21

22

23

24

25

26

27

31

1. Supernatural Man LLC and Jonathan Brett Allcorn

Plaintiffs are informed and believe and thereon allege that Defendant SUPERNATURAL 28 16. MAN LLC ("SNM") was created as a New Jersey limited liability company on January 28, 29 2016, with its principal place of business in Montclair, New Jersey. Plaintiffs are informed and 30 believe and thereon allege that SNM was suspended by the New Jersey Department of Revenue

on September 16, 2018. Plaintiffs are informed and believe and thereon allege that both before *and* after its suspension, SNM advertised and sold its 5G Male purported "male enhancement pills" via its website 5gmale.com. Plaintiffs are informed and believe and thereon allege that SNM is responsible for advertising its 5G Male product in all of the 40 spams at issue in this Action.

17. Plaintiffs are informed and believe and thereon allege that Defendant JONATHAN BRETT ALLCORN (aka Brett Allcorn) ("ALLCORN") is now, and was at all relevant times, an individual residing in Montclair, New Jersey and the sole member of SNM. Plaintiffs are informed and believe and thereon allege that ALLCORN personally owns and operates the gothamoffers.com website to recruit third-party Marketing Partners to send spams advertising the 5gmale.com website. Plaintiffs are informed and believe and thereon allege that ALLCORN and SNM shared physical assets, addresses, finances, and intellectual property such that they failed to follow proper corporate formalities, and each is an alter ego of the other. Plaintiffs further allege that SNM was at all times undercapitalized. Plaintiffs further allege that ALLCORN was personally involved with the unlawful actions at issue in this Action, not least because more than half of the spams at issue were sent *after* New Jersey suspended SNM's corporate status. Plaintiffs refer to Defendants SNM and ALLCORN collectively as "5GMALE."

2. Marketing Partners

18. Plaintiffs are informed and believe and thereon allege that 5GMALE entered into various contracts ("Marketing Partner Contracts") with third-party spam networks and publishers ("Marketing Partners") who sent some, if not all, of the spams at issue. Pursuant to the terms of the Marketing Partner Contracts, 5GMALE and each respective Marketing Partner agreed to share in the benefits and risks derived from email advertising campaigns advertising 5GMALE's websites/products and the Marketing Partners' services. Plaintiffs further allege, on information and belief, that pursuant to the terms of the Marketing Partner Contracts, the Marketing Partner Defendants who sent the spams used their own lists of email addresses (as opposed to lists provided by 5GMALE) as the source of intended recipients for the spams. Plaintiffs further allege, on information and belief, that in some cases, the Marketing Partners (as opposed to 5GMALE) created the unlawful content in the emails, such as the inclusion of third parties' domain names without permission, From Names, registration information for the sending domain

names in the Sender Email Addresses, Subject Lines, and registration information for the domain names in the clickthrough hyperlinks.

3 19. Plaintiffs are informed and believe and thereon allege that SIDET PRESEARCH 4 ("SIDET") is a business entity of unknown organization claiming a primary place of business in 5 Encino, California at a box at a commercial mail receiving agency ("CMRA"). Plaintiffs are 6 informed and believe and thereon allege that no such entity is registered with the California Secretary of State. Plaintiffs are informed and believe and thereon allege that SIDET also does business as "Plasson Assurance," "Octoguide Sumuni," and "Structure Team," all at the same 8 9 CMRA box in Encino, California; "Linksal Reduction," claiming its address to be a box at a 10 CMRA in Cambridge, Massachusetts; and "report secluded" and "mo security," claiming their addresses to be a box at a CMRA in Midvale, Utah. Plaintiffs are informed and believe and 12 thereon allege that SIDET conspired with 5GMALE to advertise in, at least 10 of the spams at issue sent from the domain names actekboukro.com (never registered), banggearfast.com 13 14 (registered to "Structure Team" at the same CMRA box in Encino, California), fjordstrail.com 15 and genitersiday.com (proxy registered), tetondson.com (registered to "Octoguide Sumuni" at 16 the same CMRA box in Encino, California), and tollcompass.net (registered to "Linksal 17 Reduction" at the CMRA box in Cambridge, Massachusetts).

20. Plaintiffs are informed and believe and thereon allege that TARGETED PAGES ("TARGETED") is a business entity of unknown organization claiming a primary place of business in Chicago, Illinois at a box at a commercial mail receiving agency ("CMRA"). Plaintiffs are informed and believe and thereon allege that no such entity is registered with the Illinois Secretary of State. Plaintiffs are informed and believe and thereon allege that TARGETED conspired with 5GMALE to advertise in, at least one of the spams at issue sent from the domain name greenapplestall.com (registered to "Richard Hawking" at the CMRA box in Chicago, Illinois).

21. Plaintiffs are informed and believe and thereon allege that TRADING SEEK ("TRADING SEEK") is a business entity of unknown organization claiming a primary place of business in San Francisco, California at a box at a CMRA. Plaintiffs are informed and believe and thereon allege that no such entity is registered with the California Secretary of State. Plaintiffs are informed and believe and thereon allege that TRADING conspired with 5GMALE

31

1

2

7

11

18

19

20

21

22

23

24

25

26

27

28

29

to advertise in, at least one of the spams at issue purportedly sent from the domain name securityvoice.org (never registered).

22. Plaintiffs are informed and believe and thereon allege that APPROACHPEN.COM ("APPROACHPEN") is a business entity of unknown organization claiming a primary place of business in Falmouth, Maine at a box at a CMRA and/or in Tempe, Arizona at a box at a CMRA. Plaintiffs are informed and believe and thereon allege that APPROACHPEN conspired with 5GMALE to advertise in, at least two of the spams at issue sent from the domain name approachpen.com (registered to "Neil Alsop" at the CMRA box in Falmouth, Maine).
23. Plaintiffs are informed and believe and thereon allege that IRKSOMELY.COM

("IRKSOMELY") is a business entity of unknown organization claiming a primary place of business in Baltimore, Maryland at a box at a CMRA. Plaintiffs are informed and believe and thereon allege that IRKSOMELY also does business as fauvist.life and watch-others.com.
Plaintiffs are informed and believe and thereon allege that IRKSOMELY conspired with 5GMALE to advertise in, at least nine of the spams at issue sent from the domain names irksomely.com, fauvist.life, and watch-others.com (all proxy registered).

24. Plaintiffs are informed and believe and thereon allege that PLATONL.COM ("PLATONL") is a business entity of unknown organization claiming a primary place of business in Stockbridge, Georgia at a box at a CMRA. Plaintiffs are informed and believe and thereon allege that PLATONL conspired with 5GMALE to advertise in, at least one of the spams at issue sent from the domain name platonl.com (proxy registered).

25. Plaintiffs are informed and believe and thereon allege that WOODIESTING.COM ("WOODIESTING") is a business entity of unknown organization claiming a primary place of business in Naples, Florida at an executive office suite. Plaintiffs are informed and believe and thereon allege that WOODIESTING conspired with 5GMALE to advertise in, two of the spams at issue sent from the domain name woodiesting.com (proxy registered).

3. DOE Defendants

26. Plaintiffs do not know the true names or legal capacities of the Defendants designated herein as DOES 1 through 100, inclusive – other 5GMALE Marketing Partners – and therefore sue said Defendants under the fictitious name of "DOE." Plaintiffs allege that certain Defendant(s) designated herein as DOEs conspired with 5GMALE to advertise in some of the spams at issue because their domain names appear in the email addresses used to send the spams.

These DOEs operate at least five domain names used in the sending email addresses, all of which 2 were proxy-registered or registered to non-existent addresses to prevent a person from 3 identifying the true owner. These domain names are: beggercocoa.com, dublechoice.com, 4 hankie.org, lilac10.net, soputil.com.

1

23

25

5 27. Plaintiffs do not know the true names or legal capacities of the Defendants designated 6 herein as DOES 101 through 200, inclusive – other 5GMALE Marketing Partners – and 7 therefore sue said Defendants under the fictitious name of "DOE." Plaintiffs allege that certain 8 Defendant(s) designated herein as DOEs conspired with 5GMALE to advertise in some of the 9 spams at issue because their domain names appear in the redirect links after a recipient clicks the 10 link in the spam. I.e., when a person clicks a link in the spam, that launches an Internet browser 11 that immediately redirects through several URLs before landing at 5GMALE's website 12 5gmale.com. Thus, these DOEs actually direct a person who clicks the link in the spam to 13 5GMALE's website to purchase 5GMale; an advertisement without the opportunity to purchase 14 is ineffective. These DOEs operate at least 20 domain names used in the redirect links, all of 15 which were proxy-registered, registered to non-existent addresses, or registered to generic words 16 such as "Tech Support" at a CMRA box to prevent a person from identifying the true owner. 17 These domain names are: adtrkr1.com, affordlearn.net, beedsbees.com, bookishmug.com, 18 cagedwizdom.com, confirmer.org, deconsquad.pw, greenlisten.com, handpointas.net, 19 hyperfever.com, mayegg.com, mediatracktracer.com, minymuni.com, reynoldsville.net, 20 rngmebell.com, roundstation.com, tucocray.com, tuftsu.com, vacantgenesis.com, 21 yokeapartment.com.

22 28. Plaintiffs do not know the true names or legal capacities of the Defendants designated herein as DOES 201 through 300, inclusive – 5GMALE's Marketing Partners – and therefore 24 sue said Defendants under the fictitious name of "DOE." Plaintiffs allege that certain Defendant(s) designated herein as DOEs conspired with 5GMALE to advertise in some of the 26 spams at issue.

27 29. Plaintiffs are informed and believe and thereon allege that each of the Defendants 28 designated herein as a DOE is legally responsible in some manner for the matters alleged in this complaint, and is legally responsible in some manner for causing the injuries and damages of 29 30 which Plaintiffs complain. Plaintiffs are informed and believe and thereon allege that each of the 31 Defendants designated herein as a DOE Defendant was, at all times relevant to the matters

alleged within this complaint, acting in conjunction with the named Defendants, whether as a director, officer, employee, partner, affiliate, customer, participant, or co-conspirator. When the identities of DOE Defendants 1-300 are discovered, or otherwise made available, Plaintiffs will seek to amend this Complaint to allege their identity and involvement with particularity.

4. Joinder

30. Defendants' joinder in this Action is proper pursuant to Cal. Code of Civil Procedure § 379 because Plaintiffs seek relief jointly and severally from Defendants arising form the same series of transactions and occurrences, and because common questions of law and fact as to Defendants will arise in the Action. The fact that all Defendants may not be implicated in all spams does not bar joinder: "It is not necessary that each defendant be interested as to every cause of action or as to all relief prayed for. Judgment may be given against one or more defendants according to their respective liabilities." Cal. Code Civ. Proc. § 379.

III. JURISDICTION AND VENUE

A. [Unlimited] Jurisdiction is Proper in a California Superior Court

31. This California Superior Court has jurisdiction over the Action because: a) Defendants targeted their advertisements at Plaintiffs in California, b) the amount in controversy exceeds
\$25,000, and c) Defendants SIDET and TRADING claim primary places of business in California.

B. <u>Venue is Proper in San Francisco County</u>

32. Venue is proper in San Francisco County (or indeed, *any* county in California of Plaintiffs' choosing) because lead defendant SNM is a foreign company that has not designated the location and address of a principal office in California or registered to do business in California with the California Secretary of State. *See Easton v. Superior Court of San Diego (Schneider Bros. Inc.)*, 12 Cal. App. 3d 243, 246 (4th Dist. 1970).

33.Additionally, Defendant TRADING claims a primary place of business in San FranciscoCounty.

//

//

//

//

Complaint

1	IV. 40 UNLAWFUL SPAMS
2	34. Plaintiffs allege that Defendants engaged in tortious conduct: "wrongful act[s] other than
3	a breach of contract for which relief may be obtained in the form of damages or an injunction."
4	<i>See</i> Merriam-Webster, www.merriam-webster.com/dictionary/tort (last viewed Nov. 5, 2013).
5	
	35. California's False Advertising Law, Cal. Business & Professions Code § 17500
6 7 8	prohibits "not only advertising which is false, but also advertising which[,] although true, is either actually misleading or which has a capacity, likelihood or tendency to deceive or confuse the public." [T]he UCL and the false advertising law prohibit deceptive advertising even if it is not actually false.
9	<i>Chapman v. Skype Inc.</i> , 220 Cal. App. 4th 217, 226-27 (2d Dist. 2013) (citation omitted).
10	
11	A. <u>The Emails at Issue are "Spams"; Recipients and Counts</u>
12	36. The emails at issue are "commercial email advertisements" ¹ because they were initiated
12	for the purpose of advertising and promoting 5GMALE's 5gmale.com website and its purported
	"male enhancement pills."
14	37. The emails are "unsolicited commercial email advertisements" ² because no Plaintiff gave
15	"direct consent" ³ to, or had a "preexisting or current business relationship" ⁴ with 5GMALE.
16	
17	¹ "Commercial e-mail advertisement' means any electronic mail message initiated for the
18 19	purpose of advertising or promoting the lease, sale, rental, gift offer, or other disposition of any property, goods, services, or extension of credit." Cal. Bus. & Prof. Code § 17529.1(c).
20	² "Unsolicited commercial e-mail advertisement' means a commercial e-mail advertisement sent
21	to a recipient who meets both of the following criteria: (1) The recipient has not provided direct
22	consent to receive advertisements from the advertiser. (2) The recipient does not have a preexisting or current business relationship, as defined in subdivision (<i>l</i>), with the advertiser
23	promoting the lease, sale, rental, gift offer, or other disposition of any property, goods, services,
24	or extension of credit." Cal. Bus. & Prof. Code § 17529.1(o).
25	³ "Direct consent' means that the recipient has expressly consented to receive e-mail
26	advertisements from the advertiser, either in response to a clear and conspicuous request for the
27	consent or at the recipient's own initiative." Cal. Bus. & Prof. Code § 17529.1(d) (emphasis added).
28	4
29	⁴ "Preexisting or current business relationship,' as used in connection with the sending of a commercial e-mail advertisement, means that the recipient has made an inquiry and has provided
30	his or her e-mail address, or has made an application, purchase, or transaction, with or without
31	consideration, regarding products or services offered by the advertiser. []" Cal. Bus. & Prof. Code § 17529.1(<i>l</i>).
	12
	COMPLAINT

38. Plaintiffs did not consent or acquiesce to receive the spams at issue. Plaintiffs did not waive any claims related to the spams at issue.

39. Defendant 5GMALE advertised in, and the other Defendants conspired with 5GMALE to advertise 5GMALE in, at least 40 unlawful spams that Plaintiffs received at their "California email addresses"⁵:

PLAINTIFF	SPAMS RECEIVED	PLAINTIFF	SPAMS RECEIVED
ANDERSON	11	GREENBERG	6
CARBONARO	7	TAYLOR	10
DUNNING	6	TOTAL	40

40. The spams are all unlawful because they include: a) third parties' domain names without permission; b) materially false and deceptive information contained in or accompanying the email headers, and/or c) Subject Lines misleading as to the contents or subject matter of the emails, as described in more detail below.

41. Although "fraud" in the context of a Cal. Business & Professions Code § 17500 action does not mean the common-law tort,⁶ Plaintiffs are not bringing claims for fraud and are not required to plead with particularity. Nevertheless, <u>Exhibit A</u> shows a table of the spams at issue – all of which land at 5gmale.com – stating for each spam: the recipient, recipient's email address, date/time, From Name, sending domain name, registrant of the sending domain name,

⁶ See Day v. AT&T Corporation, 63 Cal. App. 4th 325, 332 (1st Dist. 1998) ("Actual deception or confusion caused by misleading statements is not required The term 'fraudulent' as used in the section 'does not refer to the common law tort of fraud' but only requires a showing members of the public 'are likely to be deceived.' No proof of direct harm from a defendant's unfair business practice need be shown, such that '[a]llegations of actual deception, reasonable reliance, and damage are unnecessary.") (citations omitted). See also Buller v. Sutter Health, 160 Cal. App. 4th 981, 986 (1st Dist. 2008) ("In order to state a cause of action under the fraud prong of the [Unfair Competition Law] a plaintiff need not show that he or others were actually deceived or confused by the conduct or business practice in question. The 'fraud prong of [the UCL] is unlike common law fraud or deception. A violation can be shown even if no one was actually deceived, relied upon the fraudulent practice, or sustained any damage. Instead, it is only necessary to show that members of the public are likely to be deceived").

COMPLAINT

⁵ "California e-mail address' means 1) An e-mail address furnished by an electronic mail service provider that sends bills for furnishing and maintaining that e-mail address to a mailing address in this state; 2) An e-mail address ordinarily accessed from a computer located in this state; 3) An e-mail address furnished to a resident of this state." Cal. Bus. & Prof. Code § 17529.1(b).

1 Subject Line, domain names constituting (a)(1) violations," and sender identification/address in 2 the body. Plaintiffs incorporate Exhibit A herein by reference. 3 B. Spams With Generic From Names Misrepresent Who is Advertising in the Spams and Violate Cal. Business & Professions Code § 17529.5(a)(2) 4 42. Section 17529.5(a)(2) prohibits falsified or misrepresented information contained in or 5 accompanying email headers. 6 43. The From Name field is part of email headers. The From Name does *not* include the 7 Sender Email Address. So, for example, if an email's From Line says: "John Doe 8 <johndoe@yahoo.com>", the From Name is just "John Doe." 9 44. The From Name in an email's headers is, not surprisingly, supposed to identify who the 10 email is *from*; it is not supposed to be an advertising message. Because computers must use 11 standard protocols in order to communicate, the Internet Engineering Task Force created a 12 collection of "Requests for Comment" ("RFCs") that define the rules that enable email to work. 13 According to RFC 5322 at ¶ 3.6.2 (emphasis in original): 14 The "From:" field specifies the author(s) of the message, that is, the mailbox(es) 15 of the person(s) or system(s) responsible for the writing of the message. . . . In all cases, the "From:" field SHOULD NOT contain any mailbox that does not belong 16 to the author(s) of the message. 17 45. Plaintiffs do not insist on any particular label (e.g., "SuperNatural Male LLC," 18 "SuperNatural Male," "5GMale," etc.) in the From Name field. Rather, Plaintiffs contend that 19 the text, whatever it is, cannot misrepresent *who* the emails are from. 20 46. The From Name is important to an email user, because in almost all email programs, the 21 inbox view only displays a list of emails, showing the From Name, Subject Line, and Send Date. 22 Therefore, even *if* the body of the email identifies the advertiser, the recipient will not know that 23 until s/he has already clicked to open the email. 24 47. Indeed, empirical evidence has 25 elect Criteria Used by US Internet Users to Decide Whether to Click on an E-Mail "Report Spam" or Junk" Button without Opening the Actual Message, demonstrated that the From Name is the 26 December 2006 (% of respondents) *most* important factor email recipients use 27 73% 'From" line to determine whether or not an email is 28 69% spam. See eMarketer, E-Mail Open Rates Note: n=2,252 AOL, MSN/Hotmail, Yahoo!, Lycos, Excite, Gmail, Netscape or 29 Compuserve users Source: Email Sender and Provider Coalition (ESPC) and Ipsos, March 2007 Hinge on 'Subject' Line, available at 30 082363 www.eMarketer.com http://www.emarketer.com/Article/E-Mail-Open-Rates-Hinge-on-Subject-Line/1005550 (Oct. 31

1 31, 2007). Thus, a From Name that misrepresents who a spam is from is *not* a mere technical error; rather, it is a material misrepresentation of the most important part of the email header. 2 3 48. Although Plaintiffs do not sue under the federal CAN-SPAM Act, Plaintiffs note that the 4 Federal Trade Commission has also identified the From Name as the first item in misleading 5 header information in its guide to CAN-SPAM compliance when it stated Don't use false or misleading header information. Your "From," "To," 6 1. "Reply-To," and routing information – including the originating domain name 7 and email address – must be accurate and identify the person or business who *initiated the message.* 8 9 Federal Trade Commission, CAN-SPAM Act: A Compliance Guide for Business, available at 10 http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business 11 (emphasis added). 12 49. In Balsam v. Trancos Inc., the unlawful spams were sent from generic From Names that 13 did not *identify* anyone. The trial court ruled, and the court of appeal affirmed in all respects, 14 that generic From Names violate the statute because they misrepresent *who* the emails are from: 15 ... The seven [] emails do not truly reveal who sent the email The [] "senders" identified in the headers of the [] seven emails do not exist or are 16 otherwise misrepresented, namely Paid Survey, Your Business, Christian Dating, 17 Your Promotion, Bank Wire Transfer Available, Dating Generic, and Join Elite. Thus the sender information ("from") is misrepresented. 18 19 203 Cal. App. 4th 1083, 1088, 1090-91, 1093 (1st Dist. 2012), petition for review denied, 2012 20 Cal. LEXIS 4979 (Cal. May 23, 2012), petition for certiori denied, 2012 U.S. LEXIS 8423 (U.S. 21 Oct. 29, 2012), petition for rehearing denied, 2013 U.S. LEXIS 243 (U.S. Jan. 7, 2013). More 22 specifically, Balsam confirmed that generic From Names that "do not exist or are otherwise 23 misrepresented when they do not represent any real company and cannot be readily traced back 24 to the true owner/sender" violate the statute. Id. at 1093. The Court affirmed the award of 25 \$1,000 liquidated damages for the seven emails with misrepresented information in the From 26 Name field, even though most of the spams identified the advertiser in the body. *Id.* at 1091, 27 1093. Therefore, truthful information in the body of a spam does not cure misrepresented 28 information contained in or accompanying the headers. 29 50. Here, only one of the 40 spams (2.5%) has a From Name that complies with the statute: 30 "5G Male." 31

> 15 Complaint

51. Twenty-six of the spams (65%) have *Balsam* violations: generic From Names that misrepresent *who* the spams are really from and could just easily represent a 5GMALE purported "male enhancement pills" competitor or possibly even an entirely different product category:
"Alpha Male Performance," "Congratulations," "Make Her Moan," "Male Enhancer," "Natural Male Enhancer," "Thank You."

52. Two of the spams (5%) have *Balsam* violations: generic From Names – "Urgent Notice"
– that misrepresent who the spams are really from, and go even further to mislead the recipient because there is nothing urgent about unsolicited emails for 5GMALE's purported "male enhancement pills."

53. Eleven of the spams (27.5%) have From Names that are the user ID part of the *recipient's* email address: "davegreen1131," "jsdunn50," and "miasweet84." These spams are undisputedly false because the spams were sent *to* Plaintiffs; they are not *from* Plaintiffs.

54. In *Rosolowski v. Guthy-Renker LLC*, the court permitted From Names that were not the sender's official corporate name when the identity of the sender was readily ascertainable in the body. 230 Cal. App. 4th 1403, 1407, 1416 (2d Dist. 2014). However, the From Names in that case ("Proactiv" and "Wen Hair Care") were the advertiser's fanciful trademarks and well-known brands with their own websites. But here, unlike the spams in *Rosolowski*, all of the From Names are generic or are related to the recipients; they are not well-known trademarks and/or brands readily associated with Defendants. There is no way an ordinary consumer, looking at the emails in his/her inbox, could readily associate "Natural Male Enhancer" with Defendants, as opposed to 5GMALE's many competitors, much less "Thank You" or recipients' own usernames. Moreover, none of the spams at issue accurately identify the sender in the body, so *Balsam* would control, not *Rosolowski*.

55. Even if a spam purports to identify the sender in the body, using that information alone as described in *Rosolowski*, an ordinary consumer can still never be sure that the information is true, because spammers can and often do make false claims. For example, a "phishing" spam might appear to come from Bank of America, even including BofA's logo and address in the body of the spam, although the spam was not in fact sent from BofA. *See e.g.* Federal Trade Commission, *Phishing*, https://www.consumer.ftc.gov/articles/0003-phishing. As another example, in 2017 the Federal Trade Commission sued Daniel Croft for unlawful spamming. Press Release, FTC Halts Imposter Scheme that Falsely Claimed Connection to the Agency

Complaint

(Apr. 11, 2017), available at https://www.ftc.gov/news-events/press-releases/2017/04/ ftc-halts*imposter-scheme-falsely-claimed-connection-agency*. Among other false and misleading representations, the body of the spams led consumers to believe that certain other parties had been shut down by the FTC for putting spyware on their computers, that Croft was affiliated with the FTC, and that the FTC had appointed Croft to contact consumers to inform them of the lawsuit and to remove the spyware from their computers. FTC v. Daniel L. Croft, No. 9:17-cv-80425 (S.D. Fl. filed Apr. 3, 2017), complaint at ¶¶ 22-28 (Docket #1). Rosolowski appears to inherently assume that whatever appears on the face of a spam must be true. But that assumption is wrong. See e.g. Cal. Bus. & Prof. Code § 17529.1(i) ("Many spammers have become so adept at masking their tracks that they are rarely found") and (j) ("actual spammers can be difficult to track down due to some return addresses that show up on the display as 'unknown' and many others being obvious fakes"). As shown by the above examples, an ordinary consumer can never 13 ascertain the true identity of the sender of a spam simply by looking at the body of the email, so 14 *Rosolowski* is illogical, irrelevant, and inapplicable.

56. Here, the purported senders are also misidentified in the body of the spams. Specifically, the purported senders are "untraceable" entities under Balsam. So, even after opening the spam, the recipient does not know who actually sent it. For example, ANDERSON received six spams that provide an address in Baltimore, Maryland – a box at a CMRA – but do not even attempt to *identify* the sender. Even if the CMRA box addresses were valid, a spam recipient's ability to communicate with the sender is not the same thing as identifying the sender. Balsam, 203 Cal. App. 4th at 1100-1101. DUNNING and TAYLOR received seven spams claiming in the body that they were sent by "Sidet Presearch" or "Plasson Assurance" and an address that is a box at a CMRA in Encino, California, but according to the California Secretary of State, no such entities exist, so the purported "identification" is misleading, misrepresented, and meaningless. In those instances, the only way a recipient could even attempt to identify the Marketing Partner responsible for the spam is to click on a link contained in the spam or search the source code of the email – both of which require opening the email first – in direct violation of *Balsam*. And 14 of the spams do not even attempt to identify the sender or provide an address.

C. Spams Sent From Domain Names Registered So As to Not Be Readily Traceable to the Sender Violate Cal. Business & Professions Code § 17529.5(a)(2)

57. Section 17529.5(a)(2) prohibits falsified, misrepresented, or forged information contained in or accompanying in email headers.

1

2

3

4

5

6

7

8

9

10

11

12

15

16

17

18

19

20

21

22

23

24

25

26

27

S8. Registration information for the domain names used to send spams is information
 contained in or accompanying email headers.

59. "[H]eader information in a commercial e-mail is falsified or misrepresented for purposes
of section 17529.5(a)(2) when it uses a sender domain name that *neither* identifies the actual
sender on its face *nor* is readily traceable to the sender using a publicly available online database
such as WHOIS." *Balsam*, 203 Cal. App. 4th at 1101 (emphasis in original).

7 60. All of the spams that Plaintiffs received advertising 5GMALE were sent from domain
8 names that:

Did not identify Defendants or the sender on their face, and

- Were not readily traceable to the sender using a publicly available online database such as WHOIS, because they were:
 - a. "Proxy" registered, or
 - Registered to nonexistent entities (corporations, LLC's, individuals, etc.) and/or boxes at commercial mail receiving agencies or fake addresses, so as to not be readily traceable to the sender by querying the Whois database, or
 - Not registered at all and the headers were forged (a violation of Section 17529.5(a)(2)) to show those domain names,

¹⁹ in violation of Section 17529.5. *Balsam*, 203 Cal. App. 4th at 1097-1101. For example:

61. DUNNING received spams sent from the domain name genitersiday.com, which is proxy-registered. The *Balsam* court held that sending a spam from a domain name that is proxy-registered is a misrepresentation as to *who* the sender actually is. The *Balsam* court held that such proxy-registration is a violation of section 17529.5.

62. TAYLOR received a spam sent from the domain name tollcompass.net. That domain name is registered to "Linksal Reduction" at an address in Cambridge, Massachusetts – a box at a CMRA – and no such entity is registered with the Massachusetts Secretary of State. Therefore, the domain name does not identify the sender on its face, nor is it readily traceable to the entity that actually sent the spams.

63. CARBONARO received a spam sent from the domain name beggercocoa.net. That domain name is registered to "Guadalupe Willis," which on information and belief is a fake name, at the address 127 Hartford Drive, Larkston, MI 48348, which according to the United

States Postal Service does not exist. Therefore, the domain name does not identify the sender on
 its face, nor is it readily traceable to the entity that actually sent the spams.

64. TAYLOR received a spam purportedly sent from the domain name actekboukro.com.That domain name does not appear to have ever been registered; therefore, the domain name does not identify the sender on its face, nor is it readily traceable to the entity that actually sent the spams.

65. Thus, for every single spam at issue, Plaintiffs could not identify 5GMALE's Marketing Partner by querying the Whois database. In those instances, the only way a recipient could even attempt to identify the Marketing Partner responsible for the spam is to click on a link contained in the spam or search the source code of the email – both of which require opening the email first – in direct violation of *Balsam*.

D. <u>Spams With False and Misrepresented Subject Lines Violate Cal. Business &</u> <u>Professions Code § 17529.5(a)(2)</u>

66. Section 17529.5(a)(2) prohibits falsified, misrepresented, or forged information in email headers.

67. The Subject Line is part of email headers.⁷

68. Thirty-five of the spams (87.5%) that Plaintiffs received contain Subject Lines with falsified and/or misrepresented information. Plaintiffs allege that these Subject Lines are

⁷ The Internet Engineering Task Force's RFC 5322 – which essentially defines how email works - includes Subject Lines as part of email headers at ¶ 3.6. Network Working Group, RFC 5322 (Oct. 2008), https://tools.ietf.org/html/rfc5322. So does Wikipedia, LifeWire.com (a website about technology), IBM, WhatIsMyIPAddress.com, and many other sources. Congress may be one of the few, if not the only, entity that believes that Subject Lines are not part of email headers. (See 15 U.S.C. § 7702(8), defining "header information" as "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.") But California is not bound by federal definitions. In fact, in Kleffman v. Vonage Holdings Inc., the California Supreme Court acknowledged the existence of the federal definition, and then immediately stated that "A similar definition was proposed, but not adopted, during the legislative process that culminated in section 17529.5(a)(2)'s enactment." 49 Cal. 4th 334, 340 n.5 (2010) (emphasis added). Thus, it is not as though the California Legislature were unaware of the question of Subject Lines, for *Kleffman* expressly states that the Legislature rejected a definition similar to the federal definition. And by rejecting that definition, the California Legislature demonstrated its knowledge and understanding that Subject Lines are in fact part of email headers. Every spammer and court that cites *Kleffman* (and its progeny) for the proposition that Subject Lines are not part of email headers is incorrect. 19

absolutely false and/or misrepresented and violate Section 17529.5(a)(2), as opposed to misleading *relative* to the contents/body of the spams, which would be a violation of Section 3 17529.5(a)(3). Examples of falsified/misrepresented Subject Lines include:

69. DUNNING and TAYLOR received spams with the Subject Line: "90% of women says size does matter. Here is your solution." This Subject Line contains material misrepresentations because, on information and belief, 90% of women do not say [penis] size matters, and even if they did, on information and belief, 5G Male pills do not increase penis size.

70. 8 TAYLOR received a spam with the Subject Line: "A STRONGER, THICKER 9 MEMBER - FREE TRIAL, 100% GUARANTEED." This Subject Line contains material 10 misrepresentations because, on information and belief, 5G Male pills do not increase penis strength and thickness. 11

71. ANDERSON, CARBONARA, GREENBERG, and TAYLOR received spams with the Subject Line: "EASILY the best way to give a girl multiple intense orgasms." This Subject Line 14 contains material misrepresentations because, on information and belief, 5G Male pills are not the best way to give a girl multiple intense orgasms, and indeed, do not give a man any increased 16 ability to do so at all.

72. TAYLOR received a spam with the Subject Line: "Always get it up." This Subject Line contains material misrepresentations because, on information and belief, 5G Male pills do not improve a man's ability to achieve or maintain an erection.

73. ANDERSON, DUNNING, GREENBERG, and TAYLOR received spams with the Subject Line: "How to Get So HARD, Your Wife will Start to LIMP." This Subject Line contains material misrepresentations because, on information and belief, even assuming a man wanted to make his wife limp, 5G Male pills do not increase penis hardness.

74. Unlike other Subject Lines like "Who says men peak at 17?," which could arguably be mere "puffery," the above examples are actionable, false advertising because they are specifically making comparative claims about men's penises and sexual performance – stronger, best, harder – as the direct result of using the 5G Male product.

28 75. On a different note, TAYLOR received a spam with the Subject Line: "Alert: Please 29 confirm your mailing-address: {{ronetta.taylor}}." This Subject Line contains material 30 misrepresentations because "confirm" suggests that TAYLOR bought or stated an intent to buy

31

1

2

4

5

6

7

12

13

15

17

18

19

20

21

22

23

24

25

26

5G Male pills, or at a minimum previously requested information from or made a connection
 with 5GMALE such that *confirmation* of her mailing address is necessary.

76. ANDERSON received a spam with the Subject Line: "RE: pleasuring two girls." This Subject Line contains material misrepresentations because "RE" indicates that the email was sent as a reply to a communication from ANDERSON to 5GMALE, even though ANDERSON never initiated any communications to 5GMALE.

E. <u>Spams With Subject Lines Misleading Relative to the Contents or Subject Matter of the</u> <u>Spams Violate Business & Professions Code § 17529.5(a)(3)</u>

77. Section 17529.5(a)(3) prohibits Subject Lines that are misleading relative to the contents or subject matter of the emails.

78. ANDERSON received three spams, and CARBONARO received one spam, with the Subject Line "These 5 incredible erection superfoods will keep you hard for HOURS!"

79. Putting aside the question of whether or not the claim that certain superfoods can prolong erections is *absolutely* true, the Subject Line is nevertheless misleading *relative* to the contents and subject matter of the emails because a reasonable person would interpret the Subject Line to mean that the emails are about *foods* such as steak, chili peppers, bananas, and dark chocolate (*see e.g.* Zeynep Yenisey, These 20 Superfoods are Guaranteed to Make You Better in Bed, MAXIM (Sep. 19, 2017), *available at* https://www.maxim.com/maxim-man/20-foods-for-your-sex-life-2017-9 (last visited Mar. 1, 2019)), when in fact the recipient discovers – after opening the spams – that the spams are really advertising *pills* and make no mention whatsoever of any superfoods. Therefore, these four spams violate Section 17529.5(a)(3).

F. <u>Spams Containing a Third Party's Domain Name Without Permission Violate Cal.</u> <u>Business & Professions Code § 17529.5(a)(1)</u>

80. Section 17529.5(a)(1) prohibits spams containing or accompanied by a third party's domain name without the permission of the third party.

81. Plaintiffs are informed and believe and thereon allege that 16 of the spams at issue in this Action contain a third party's domain name in clickthrough links, specifically, Twitter Inc.'s domain name t.co. Twitter prohibits the use of its services for spamming. *See* Twitter Terms of Service at ¶ 4, https://twitter.com/en/tos#update (last visited Feb. 26, 2019). Therefore, 5GMALE and its Marketing Partners could not have and did not have permission from Twitter to

use its domain name in these spams.

82. Plaintiffs are informed and believe and thereon allege that nine of the spams at issue in this Action contain a third party's domain name in clickthrough links, specifically, Amazon Web Services Inc.'s domain name amazonaws.com. Amazon AWS prohibits the use of its services for spamming. *See* AWS Site Terms at § "Reviews, Comments, Communications, and other Content," https://aws.amazon.com/terms (last visited Mar. 1, 2019). Therefore, 5GMALE and its Marketing Partners could not have and did not have permission from Amazon AWS to use its domain name in these spams.

83. Plaintiffs are informed and believe and thereon allege that 5G MALE's Marketing Partners included t.co in the clickthrough links and amazonaws.com in the headers because if they used their *own* domain names, it would be more likely that spam filters would be able to automatically identify the domain names as being associated with spammers, and block the spams. On the other hand, emails containing t.co in the clickthrough links and amazonaws.com in the headers are more likely to be treated as legitimate emails and not spams, and so are less likely to be blocked.

G. <u>5GMALE is Strictly Liable for Advertising in Spams Sent By its Marketing Partners;</u> <u>5GMALE's Marketing Partners are Also Liable on the Basis of Civil Conspiracy</u>

84. 5GMALE is strictly liable for advertising in the spams at issue even if third parties hit the Send button. Cal. Bus. & Prof. Code § 17529(j), (k); *Hypertouch Inc. v. ValueClick Inc. et al* 192 Cal. App. 4th 805, 820-21 (2d Dist. 2011). Of course, 5GMALE's Marketing Partners are also liable for conspiring with 5GMALE to advertise in unlawful spams.

85. Plaintiffs are informed and believe and thereon allege that no one forced 5GMALE to outsource any of its advertising to third party spam networks and spammers, but 5GMALE chose to contract with and partner with them (the Marketing Partners), including but not limited to the other named Defendants, to advertise its websites for the purpose of selling its products and services for a profit.

86. Plaintiffs are informed and believe and thereon allege that 5GMALE and its Marketing Partners agreed to share the benefits and the risks of the marketing venture.

87. Plaintiffs are informed and believe and thereon allege that 5GMALE and its Marketing Partners formed a conspiracy (or conspiracies) to advertise 5GMALE's purported "male enhancement pills" by virtue of signing the Marketing Contracts. Defendants operated the conspiracy by sending and advertising in spams pursuant to the Marketing Contracts.

Defendants committed wrongful acts pursuant to the conspiracy by advertising in unlawful spams, and Plaintiffs were damaged by receiving those unlawful spams.

88. Plaintiffs are informed and believe and thereon allege that 5GMALE may have provided some of the content (i.e. From Names and Subject Lines) to its Marketing Partners, and 5GMALE and its Marketing Partners explicitly or tacitly agreed to use such content to send and advertise in unlawful spams, and 5GMALE's Marketing Partners directed themselves towards those wrongful goals by using that content in the spams that were sent. But, to the extent that 5GMALE's Marketing Partners may have created certain false and misrepresented elements of the spams (e.g. putting generic text in the From Name field, including false and misrepresented Subject Lines, and including third parties' domain names without permission), 5GMALE's Marketing Partners must be held liable for violations of Section 17529.5 because such wrongful acts were committed in accordance with the general conspiracy to advertise 5GMALE's 5gmale.com website and its purported "male enhancement pills."

89. To the extent that some of the Marketing Partners (e.g. the spam networks) did not actually send the spams, and their domain names appear in the redirect links, they are still liable for conspiring with 5GMALE to advertise its purported "male enhancement pills." But for these Marketing Partners' actions, the spams would not happened because these Marketing Partners provided codes and links for other Marketing Partners to use to effectuate the sending of the spams and to ultimately enable the recipients to buy the 5G Male pills.

H. <u>Plaintiffs Sue for Statutory Liquidated Damages; No Proof of Reliance or Actual</u> <u>Damages is Necessary</u>

90. The California Legislature defined liquidated damages to be \$1,000 per spam. Cal. Bus.& Prof. Code § 17529.5(b)(1)(B)(ii).

91. Plaintiffs are informed and believe and thereon allege that the \$1,000 per spam figure is comparable with damages in other areas of consumer protection law, e.g., \$500-\$1,500 statutory damages per junk fax, pursuant to Cal. Business & Professions Code § 17538.43(b).

92. Plaintiffs' rightful and lawful demand for liquidated damages in the amount of \$1,000 per email is necessary to further the California Legislature's objective of protecting California residents from unlawful spam.

93. Section 17529.5 does not require Plaintiffs to quantify their actual damages, allege or prove reliance on the advertisements contained in the spams, or purchase the goods and services advertised in the spams. *Recipients* of unlawful spam have standing to sue and recover

23 Complaint

liquidated damages. Cal. Bus. & Prof. Code § 17529.5(b)(1)(A)(iii); *Hypertouch*, 192 Cal. App.
 4th at 820, 822-23, 828. Plaintiffs do not seek actual damages in this Action, only liquidated
 damages. Cal. Bus. & Prof. Code § 17529.5(b)(1)(B).

I. <u>Defendants' Actions Were Willful and Preclude any Reduction in Statutory Damages</u>
94. Section 17529.5 authorizes this Court to reduce the statutory damages to \$100 per spam.
Cal. Bus. & Prof. Code § 17529.5(b)(2). But, to secure the reduction, Defendants have the
burden of proof to demonstrate not only that they *established* practices and procedures to prevent
unlawful spamming, but also that they *implemented* those practices and procedures, and that the
practices and procedures are *effective*.

Plaintiffs are informed and believe and thereon allege that Defendants have not
established and implemented, with due care, practices and procedures reasonably designed to
effectively prevent unsolicited commercial e-mail advertisements that are in violation of
Section 17529.5.

96. Even if Defendants had established any practices and procedures to prevent advertising in 14 unlawful spam, such practices and procedures were not reasonably designed so as to be effective. 15 97. Even if Defendants reasonably designed practices and procedures to prevent advertising 16 in unlawful spam, such practices and procedures were not implemented so as to be effective. 17 98. Moreover, Plaintiffs are informed and believe and thereon allege that Defendants 18 intended to deceive recipients of their spam messages through the use of generic/misrepresented 19 information in From Names, falsely-registered domain names used to send the spams, 20 21 false/misrepresented Subject Lines, and third parties' domain names, as described herein. 99. 22 Third parties' domain names do not insert themselves into spams without permission. 23 Subject Lines and From Names do not write themselves. Domain names do not register 24 themselves. The false and misrepresented information contained in and accompanying the email headers are not "clerical errors." Plaintiffs are informed and believe and thereon allege that 25 26 Defendants went to great lengths to create falsified and misrepresented information contained in and accompanying the email headers in order to deceive recipients, Internet Service Providers, and spam filters.

100. Plaintiffs are informed and believe and thereon allege that Defendants intended to profit, actually profited, and continue to profit, and were unjustly enriched by, their wrongful conduct as described herein.

COMPLAINT

24

//

//

FIRST CAUSE OF ACTION

[Violations of California Restrictions on Unsolicited Commercial Email, California Business & Professions Code § 17529.5] (Against All Defendants)

101. Plaintiffs hereby incorporate the foregoing paragraphs as though set forth in full herein.
102. Plaintiffs received all of the spams within one year prior to filing the Complaint.
103. Defendants advertised in/conspired to advertise in at least 40 unsolicited commercial email advertisements that Plaintiffs received at their California electronic mail addresses that had: a) materially falsified and/or misrepresented information contained in or accompanying the email headers; b) Subject Lines misleading relative to the contents or subject matter of the emails; and/or c) third parties' domain names without permission, in violation of Section 17529.5. The unlawful elements of these spams represent willful acts of falsity and deception, rather than clerical errors.

104. The California Legislature set liquidated damages at One Thousand Dollars (\$1,000) per email.

105. Defendants have not established and implemented, with due care, practices and procedures to effectively prevent advertising in unlawful spams that violate Section 17529.5 that would entitle them to a reduction in statutory damages.

106. Plaintiffs seek reimbursement of attorneys' fees and costs as authorized by Section 17529.5(b)(1)(C).

107. The attorneys' fees provision for a prevailing spam recipient is typical of consumer protection statutes and supported by Cal. Code of Civil Procedure § 1021.5. By prosecuting this action, Plaintiffs expect to enforce an important right affecting the public interest and thereby confer a significant benefit on the general public or a large class of persons. The necessity and financial burden of private enforcement is such as to make the award appropriate, and the attorneys' fees should not, in the interest of justice, be paid out of the recovery of damages.

WHEREFORE, Plaintiffs pray for judgment against Defendants as hereinafter set forth.

		PRAYER F	OR RELIEF										
		(Against All	Defendants)										
A.	An Order from this Co	urt declaring that l	Defendants violated	California Business &									
	Professions Code § 17:	529.5 by advertisin	ng in unlawful spams	S.									
B.	Liquidated damages ag	ainst Defendants i	n the amount of \$1,0	000 for each of at least 40									
	unlawful spams, as aut	horized by Sectior	n 17529.5(b)(1)(B)(ii	i), for a total of at least									
	\$40,000, as follows:	2		,,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,									
	PLAINTIFF	DAMAGES	PLAINTIFF	DAMAGES									
		SOUGHT		SOUGHT									
	ANDERSON	\$11,000	GREENBERG	\$6,000									
	CARBONARO	\$7,000	TAYL OR	\$10,000									
	DUNNING	\$6,000	TOTAL	\$40,000									
C.	Liquidated damages ag unlawful spams (\$40,0			00 for each of the 40 received, according to pro									
D.	Liquidated damages ag	ainst SIDET, join	tly and severally with	h 5GMALE, in the amou									
	of \$1,000 for each of the	ne 10 unlawful spa	ums (\$10,000) that it	conspired with 5GMAL									
	advertise 5GMALE in, that Plaintiffs received, according to proof.												
E.				ly with 5GMALE, in the									
		-	•)) that it conspired with									
			•	· •									
	5GMALE to advertise			U I									
F.			•	with 5GMALE, in the									
			•)) that it conspired with									
	5GMALE to advertise	,		0 1									
G .				verally with 5GMALE, in									
	the amount of \$1,000 f	or each of the two	unlawful spams (\$2	,000) that it conspired wi									
	5GMALE to advertise	5GMALE in, that	Plaintiffs received, a	according to proof.									
Н.	Liquidated damages ag	ainst IRKSOMEL	Y, jointly and severa	ally with 5GMALE, in th									
	amount of \$1,000 for e	ach of the nine un	lawful spams (\$9,00	0) that it conspired with									
	5GMALE to advertise	5GMALE in, that	Plaintiffs received, a	according to proof.									
I.	Liquidated damages ag	ainst PLATONL,	jointly and severally	with 5GMALE, in the									
	amount of \$1,000 for e	ach of the one unl	awful spams (\$1,000)) that it conspired with									
	5GMALE to advertise	5GMALE in, that	Plaintiffs received, a	according to proof.									
		2	6										
		Сомр											

1	J.	Liquidated damages against WOODIESTING, jointly and severally with 5GMALE, in
2		the amount of \$1,000 for each of the two unlawful spams (\$2,000) that it conspired with
3		5GMALE to advertise 5GMALE in, that Plaintiffs received, according to proof.
4	K.	Liquidated damages against each DOE 1-300 (when their true names are learned and they
5		are added to the Action), jointly and severally with 5GMALE, in the amount of \$1,000
6		for each of the unlawful spams that they conspired with 5GMALE to advertise 5GMALE
7		in, that Plaintiffs received, according to proof.
8	L.	Attorneys' fees as authorized by Section 17529.5(b)(1)(C) and Cal. Code of Civil
9		Procedure § 1021.5 for violations of Section 17529.5.
10	M.	Costs of suit.
11	N.	Such other and further relief as the Court deems proper.
12		
13		THE LAW OFFICES OF DANIEL BALSAM
14		March 1, 2019 BY: Daniel L Balsam
15	Date:	March 1, 2019 BY: DANIEL BALSAM
16		Attorneys for Plaintiffs
17		
18		
19 20		
20		
21 22		
22		
23 24		
25		
26		
27		
28		
29		
30		
31		
		27 Complaint
		CUMPLAINI

EXHIBIT A

RECIPIENT	RECIPIENT EMAIL	DATE	FROM NAME	SENDING DOMAIN NAME	REGISTRANT
Anderson, Gina	miasweet84@gmail.com	2018-03-06 0305	Male Enhancer	lilac10.net	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-06 1243	Male Enhancer	lilac10.net	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-06 1651	miasweet84	irksomely.com	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-07 0941	Male Enhancer	greenapplestall.com	Richard Hawking, Chicago IL
Anderson, Gina	miasweet84@gmail.com	2018-03-07 1121	miasweet84	irksomely.com	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-07 1849	Natural Male Enhancer	soputil.com	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-08 0406	miasweet84	dublechoice.com	Tremaine Robinson, Chicago, IL
Anderson, Gina	miasweet84@gmail.com	2018-03-08 1124	miasweet84	irksomely.com	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-08 1142	Alpha Male Performance	fauvist.life	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-08 1326	Natural Male Enhancer	hankie.org	Proxy
Anderson, Gina	miasweet84@gmail.com	2018-03-09 1743	miasweet84	irksomely.com	Proxy
Carbonaro, Nick	carbonaro1@att.net	2018-12-22 1032	Make Her Moan	AMTSH.de	Domain Available
Carbonaro, Nick	carbonaro1@att.net	2018-12-22 1032	Make Her Moan	gpLLA.de	Domain Available
Carbonaro, Nick	carbonaro1@att.net	2018-12-22 1033	Make Her Moan	dvsbH.de	Domain Available
Carbonaro, Nick	carbonaro1@att.net	2018-12-22 1033	Make Her Moan	LGqkY.de	Domain Available
Carbonaro, Nick	carbonaro1@att.net	2018-12-24 0705	5G Male	beggarcocoa.com	Guadalupe Willis Clarkston, MI
Carbonaro, Nick	carbonaro1@att.net	2018-12-24 0927	Make Her Moan	CqWiD.de	Domain Available
Carbonaro, Nick	carbonaro1@att.net	2018-12-24 0927	Make Her Moan	VrmAs.de	Domain Available
Dunning, Sherri	jsdunn50@yahoo.com	2018-10-11 1543	Thank you	genitersiday.com	Proxy
Dunning, Sherri	jsdunn50@yahoo.com	2018-10-12 0924	Thank you	genitersiday.com	Proxy
Dunning, Sherri	jsdunn50@yahoo.com	2018-10-12 1051	Thank you	genitersiday.com	Proxy
Dunning, Sherri	jsdunn50@yahoo.com	2018-10-13 1106	Thank you	genitersiday.com	Proxy
Dunning, Sherri	jsdunn50@yahoo.com	2018-11-02 0412	jsdunn50	platonl.com	Proxy
Dunning, Sherri	jsdunn50@yahoo.com	2018-11-17 1243	Thank you	banggearfast.com	Structure Team Encino, CA
Greenberg, Dave	davegreen1131@gmail.com	2018-03-06 1758	davegreen1131	irksomely.com	Proxy
Greenberg, Dave	davegreen1131@gmail.com	2018-03-07 1114	davegreen1131	watch-others.com	Proxy
Greenberg, Dave	davegreen1131@gmail.com	2018-03-07 1513	Natural Male Enhancer	soputil.com	Proxy
Greenberg, Dave	_		davegreen1131	dublechoice.com	Tremaine Robinson, Chicago IL
Greenberg, Dave			davegreen1131	watch-others.com	Proxy
Greenberg, Dave	-		davegreen1131	watch-others.com	Proxy
Taylor, Ronetta	ronetta.taylor@yahoo.com		Thank you (5G-Male-Congratulations!@equant.fjordstrail.com)	fjordstrail.com	Proxy
Taylor, Ronetta	ronetta.taylor@yahoo.com	2018-09-15 1206	Thank you (5G-Male-Congratulations!@equant.fjordstrail.com)	tetondson.com	Octoguide Sumuni Encino, CA
Taylor, Ronetta	ronetta.taylor@yahoo.com		Thank you (5G-Male-Congratulations!@equant.fjordstrail.com)	tollcompass.net	Linksal Reduction Cambridge, MA
Taylor, Ronetta	ronetta.taylor@yahoo.com		Thank you (5G-Male-Congratulations!@equant.fjordstrail.com)	securityvoice.org	Domain Available
Taylor, Ronetta	ronetta.taylor@yahoo.com	-	Congratulations! (worldscientific@actekboukro.com)	actekboukro.com	Domain Available
Taylor, Ronetta	ronetta.taylor@yahoo.com		Urgent Notice (info@bZKnbEds.bZKnbEds.rig-object.approachpen.com)	approachpen.com	Neil Alsop, Falmouth ME
Taylor, Ronetta	ronetta.taylor@yahoo.com		Urgent Notice (info@Us1SeE22.Us1SeE22.approachpen.com)	approachpen.com	Neil Alsop, Falmouth ME
Taylor, Ronetta	ronetta.taylor@yahoo.com		Congratulations (BusinessPro4ever@widely.woodiesting.com)	woodiesting.com	Proxy
Taylor, Ronetta	ronetta.taylor@yahoo.com	2018-10-05 1544	Thank you (5G-Male-Congratulations!@genitersiday.com)	genitersiday.com	Ргоху
Taylor, Ronetta	ronetta.taylor@yahoo.com	2018-10-10 0701	Congratulations (BusinessPro4ever@widely.woodiesting.com)	woodiesting.com	Proxy

SENDER ID/ADDRESS IN BODY	None	None	Illegible	Targeted Pages, PO Box 803338 #70339, Chicago IL 60680	211 EAST Lombard St. #340, Baltimore MD 21202	None	None	211 EAST Lombard St. #340, Baltimore MD 21202	211 EAST Lombard St. #340, Baltimore MD 21202	None	None	None	None	None	None	Dylan Whitehouse, 2234 College Avenue, STE 327, Wilmington OH 45177	None	None	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	4359 Hwy. 155 #509, Stockbridge, GA 30281	mo security, 1042 Fort Union Blvd. #448, Midvale, UT 84047	Illegible	211 EAST Lombard St. #340, Baltimore MD 21202	None	None	211 EAST Lombard St. #340, Baltimore MD 21202	211 EAST Lombard St. #340, Baltimore MD 21202	Plasson Assurance, 4924 Balboa Blvd. #482, Encino, CA 91316	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	trading seek, 5214F Diamond Heights Blvd. #1051, San Francisco CA 94131	report secluded, 1042 Fort Union BLVD #448, Midvale, UT 84047	1817 E Southern Avenue #479, Tempe, AZ 85282	1817 E Southern Avenue #479, Tempe, AZ 85282	5660 Strand Court #A20, Naples, FL 34110	Sidet Presearch, 4924 Balboa Blvd #482, Encino, CA 91316	5660 Strand Court #A20, Naples, FL 34110
(A)(1) VIOLATION	amazonaws.com, t.co	amazonaws.com, t.co	t.co		t.co	t.co	t.co	t.co	t.co	t.co	t.co	amazonaws.com	amazonaws.com	amazonaws.com	amazonaws.com	amazonaws.com	amazonaws.com	amazonaws.com							t.co	t.co	t.co	t.co	t.co	t.co										
SUBJECT LINE	Is It Her Time Of Month? (2 reasons to make her climax)	Is It Her Time Of Month? (2 reasons to make her climax)	oldest porn star in the world finally reveals his mega hard-on secret	RE: pleasuring two girls	these 5 incredible erection superfoods will keep you hard for HOURS!	How To Get So HARD, Your Wife will Start To LIMP	Is It Her Time Of Month? (2 reasons to make her climax)	these 5 incredible erection superfoods will keep you hard for HOURS!	EASILY the best way to give a girl multiple intense orgasm	How To Get So HARD, Your Wife will Start To LIMP	these 5 incredible erection superfoods will keep you hard for HOURS!	This guy reveals how to get a "rock hard" boner in less than two weeks+	This guy reveals how to get a "rock hard" boner in less than two weeks+	This guy reveals how to get a "rock hard" boner in less than two weeks+	This guy reveals how to get a "rock hard" boner in less than two weeks+	These 5 incredible erection "superfoods" will keep you hard for HOURS!	EASILY the best way to give a girl multiple intense orgasms/	EASILY the best way to give a girl multiple intense orgasms/	90% of women says size does matter. Here is your solution.	90% of women says size does matter. Here is your solution.	Amazing OTC Pill for Thicker Erections!	Who says men peak at 17?	If She Said Screw Me NOW, Could You Get HARD?	How To Get So HARD, Your Wife Starts To LIMP	oldest porn star in the world finally reveals his mega hard-on secret	EASILY the best way to give a girl multiple intense orgasms	How To Get So HARD, Your Wife will Start To LIMP	Is It Her Time Of Month? (2 reasons to make her climax)	EASILY the best way to give a girl multiple intense orgasms	EASILY the best way to give a girl multiple intense orgasms	How To Get So HARD, Your Wife Starts To LIMP	Always get it up	A STRONGER, THICKER MEMBER - FREE TRIAL, 100% GUARANTEED	Alert: Please confirm your mailing-address: {{ronetta.taylor}}	90% of women says size does matter. Here is your solution.	90% of women av\' ize doe matter. Here i your olution.	90% of women av\' ize doe matter. Here i your olution.	Stay Hard All Night	Get your love life back on track	EASILY the best way to give a girl multiple intense orgasms
DATE	2018-03-06 0305	2018-03-06 1243	2018-03-06 1651	2018-03-07 0941	2018-03-07 1121	2018-03-07 1849	2018-03-08 0406	2018-03-08 1124	2018-03-08 1142	2018-03-08 1326	2018-03-09 1743	2018-12-22 1032	2018-12-22 1032	2018-12-22 1033	2018-12-22 1033	2018-12-24 0705	2018-12-24 0927	2018-12-24 0927	2018-10-11 1543	2018-10-12 0924	2018-10-12 1051	2018-10-13 1106	2018-11-02 0412	2018-11-17 1243	2018-03-06 1758	2018-03-07 1114	2018-03-07 1513	2018-03-08 0416	2018-03-08 0716	2018-03-09 0115	2018-09-05 1312	2018-09-15 1206	2018-09-28 2327	2018-09-30 0146	2018-09-30 0619	2018-10-04 0805	2018-10-04 0818	2018-10-04 1044	2018-10-05 1544	2018-10-10 0701
RECIPIENT EMAIL	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	miasweet84@gmail.com	carbonaro1@att.net	carbonaro1@att.net	carbonaro1@att.net	carbonaro1@att.net	carbonaro1@att.net	carbonaro1@att.net	carbonaro1@att.net	jsdunn50@yahoo.com	jsdunn50@yahoo.com	jsdunn50@yahoo.com	jsdunn50@yahoo.com	jsdunn50@yahoo.com	jsdunn50@yahoo.com		davegreen1131@gmail.com	davegreen1131@gmail.com	davegreen1131@gmail.com	davegreen1131@gmail.com	davegreen1131@gmail.com		ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com	ronetta.taylor@yahoo.com
RECIPIENT	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Anderson, Gina	Carbonaro, Nick	Carbonaro, Nick	Carbonaro, Nick	Carbonaro, Nick	Carbonaro, Nick	Carbonaro, Nick	Carbonaro, Nick	Dunning, Sherri	Dunning, Sherri	Dunning, Sherri	Dunning, Sherri	Dunning, Sherri	Dunning, Sherri	Greenberg, Dave	Greenberg, Dave	Greenberg, Dave	Greenberg, Dave	Greenberg, Dave	Greenberg, Dave	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta	Taylor, Ronetta