UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

FILED CLERK, U.S. DISTRICT COURT
04/22/22
NTRAL DISTRICT OF CALIFORNIA BY: WH DEPUTY

FEDERAL TRADE COMMISSION,

Plaintiff,

Case No. 8:20-cv-01431-PSG-KES JS-6

v.

[PROPOSED] FINAL ORDER FOR PERMANENT INJUNCTION AND

MONETARY JUDGMENT

QYK BRANDS LLC d/b/a Glowyy, et al.

Defendants.

On August 4, 2020, Plaintiff, the Federal Trade Commission ("FTC"), filed its Complaint for Permanent Injunction and Other Equitable Relief pursuant to Sections 13(b) and 19 of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 53(b) and 57b, and the FTC's Trade Regulation Rule Concerning the Sale of Mail, Internet, or Telephone Order Merchandise ("MITOR" or the "Rule"), 16 C.F.R. Part 435. Plaintiff filed its First Amended Complaint on May 19, 2021 (ECF No. 73, "FAC"). On February 14, 2022, Plaintiff filed its Motion for Summary Judgment ("Motion"), as well as its Statement of Undisputed Facts, as supported by declarations, stipulation, admissions, interrogatory answers, or other materials submitted in support of the Motion. Having considered the Motion and supporting materials in the record and any oppositions thereto, the Court finds there is no genuine dispute of material fact, and the FTC is entitled to judgment against all Defendants as a matter of law. The Court's reasoning and specific findings are detailed in the Minute Order dated April 6, 2022 (ECF No. 212).



THEREFORE, IT IS ORDERED as follows:

FINDINGS

- A. This Court has jurisdiction over the subject matter of this case, and there is good cause to believe that it will have jurisdiction over all parties hereto and that venue in this district is proper.
- The Complaint alleges that Defendants participated in deceptive and В. unfair acts or practices in violation of Sections 5 and 12 of the FTC Act, 15 U.S.C. § 45 and § 52, and of the Commission's Trade Regulation Rule Concerning the Sale of Mail, Internet or Telephone Order Merchandise, 16 C.F.R. Part 435 ("MITOR"), by representing they would ship goods, including Personal Protective Equipment ("PPE") and hand sanitizer, within certain timeframes but having no reasonable basis to expect to ship the goods within the advertised timeframes; failing to ship goods within the timeframe required by MITOR; failing to offer consumers the opportunity to consent to a delay in shipping or to cancel their order and receive a prompt refund upon becoming aware of their inability to ship goods within the time advertised; and, after receiving cancellation and refund requests, failing to provide consumers with a prompt refund. The Complaint also charges that Defendants participated in deceptive acts or practices in violation of Section 5 of the FTC Act, 15 U.S.C. § 45, by misrepresenting that they: (1) would ship orders "Today"; or would ship within 7 days; (2) had certain PPE and hand sanitizer in stock and ready to ship; and (3) would ship the goods consumers ordered; and that they further violated Sections 5 and 12 of the FTC Act by participating in deceptive acts and practices by misrepresenting that their product, Basic Immune IGG, could treat, prevent, or reduce risk of contracting COVID-19, and that it was clinically shown and approved by the FDA to do so.
- C. Defendants' activities are in or affecting commerce, as defined in Section 4 of the FTC Act, <u>15 U.S.C.</u> § <u>44</u>.



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- deceptive marketing and sale of hand sanitizer, PPE products, and Basic Immune IGG.
- F. In light of Defendants' conduct, there is a cognizable danger that they will continue to engage in activities that violate the FTC Act unless enjoined from such acts and practices.

DEFINITIONS

For the purpose of this Order, the following definitions apply:



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- A. "Applicable Time Period" means the time stated in Defendants' solicitation or within 30 days of Receipt of a Properly Completed Order if no time is stated in the solicitation.
- B. "Clearly and Conspicuously" means that a required disclosure is difficult to miss (*i.e.*, easily noticeable) and easily understandable by ordinary consumers, including in all of the following ways:
 - 1. In any communication that is solely visual or solely audible, the disclosure must be made through the same means through which the communication is presented. In any communication made through both visual and audible means, such as a television advertisement, the disclosure must be presented simultaneously in both the visual and audible portions of the communication even if the representation requiring the disclosure is made in only one means.
 - 2. A visual disclosure, by its size, contrast, location, the length of time it appears, and other characteristics, must stand out from any accompanying text or other visual elements so that it is easily noticed, read, and understood.
 - 3. An audible disclosure, including by telephone or streaming video, must be delivered in a volume, speed, and cadence sufficient for ordinary consumers to easily hear and understand it.
 - 4. In any communication using an interactive electronic medium, such as the Internet or software, the disclosure must be unavoidable.
 - 5. The disclosure must use diction and syntax understandable to ordinary consumers and must appear in each language in which the representation that requires the disclosure appears.
 - 6. The disclosure must comply with these requirements in each medium through which it is received, including all electronic devices and face-to-face communications.



- 7. The disclosure must not be contradicted or mitigated by, or inconsistent with, anything else in the communication.
- 8. When the representation or sales practice targets a specific audience, such as children, the elderly, or the terminally ill, "ordinary consumers" includes reasonable members of that group.
- C. "Corporate Defendant(s)" means QYK Brands LLC d/b/a Glowyy, DrJsNatural LLC, Theo Pharmaceuticals, Inc., and EASII, Inc., and each of their subsidiaries, affiliates, successors, and assigns.
- D. "Covered Dietary Supplement" means any Dietary Supplement, Food, or Drug, including Basic Immune IGG.
- E. "**Defendants**" means all of the Individual Defendants and the Corporate Defendants, individually, collectively, or in any combination.
- F. "Dietary Supplement" means: (1) any product labeled as a dietary supplement or otherwise represented as a dietary supplement; or (2) any pill, tablet, capsule, powder, softgel, gelcap, liquid, or other similar form containing one or more ingredients that are a vitamin, mineral, herb or other botanical, amino acid, probiotic, or other dietary substance for use by humans to supplement the diet by increasing the total dietary intake, or a concentrate, metabolite, constituent, extract, or combination of any ingredient described above, that is intended to be ingested, and is not represented to be used as a conventional food or as a sole item of a meal or the diet.
- G. "**Document**" is synonymous in meaning and equal in scope to the usage of "document" and "electronically stored information" in <u>Federal Rule of Civil Procedure 34(a)</u>, <u>Fed. R. Civ. P. 34(a)</u>, and includes writings, drawings, graphs, charts, photographs, sound and video recordings, images, Internet sites, web pages, websites, electronic correspondence, including e-mail and instant messages, contracts, accounting data, advertisements, FTP Logs, Server Access Logs, books, written or printed records, handwritten notes, telephone logs,



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