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2000 DEC -5 AM 9:08  
FILED

11 UNITED STATES DISTRICT COURT FOR THE  
12 CENTRAL DISTRICT OF CALIFORNIA

13 FEDERAL TRADE COMMISSION,  
14 Plaintiff,  
15 v.  
16 JEREMY MARTINEZ, individually and  
17 d/b/a Info World,  
18 Defendant.

00-12701 CAS (EX)

Civil Action  
No.

COMPLAINT FOR  
INJUNCTIVE AND OTHER  
RELIEF

20 Plaintiff, the Federal Trade Commission ("FTC" or "the  
21 Commission"), for its complaint alleges as follows:  
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23 JURISDICTION AND VENUE

24 1. This Court has jurisdiction over this matter pursuant to  
25 28 U.S.C. §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a), and  
26 53(b).  
27  
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COPY



1 http://newid.ultramailweb.com and http://newid.vsub.com. At all  
2 times material to this complaint, acting alone or in concert with  
3 others, he has formulated, directed, controlled, or participated in  
4 the acts and practices set forth in this complaint.

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#### COMMERCE

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6. At all times material to this complaint, Defendant has maintained a substantial course of trade in or affecting commerce, as "commerce" is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

#### DEFINITIONS

7. "World Wide Web" or "Web" means a system used on the Internet for cross-referencing and retrieving information. A "Web site" is a set of electronic documents, usually a home page and subordinate pages, readily viewable on a computer by anyone with access to the Internet, standard software, and knowledge of the Web site's location or address.

8. "Internet" means a worldwide system of linked computer networks that use a common protocol (TCP/IP) to deliver and receive information. The "Internet" includes, but is not limited to, the following forms of electronic communication: electronic mail, the World Wide Web, newsgroups, Internet Relay Chat, and file transfer protocols.

9. A "meta-tag" is part of the HyperText Markup Language (HTML), which is the programming language used to author documents for distribution via the Internet. Meta-tags are not part of the

1 body of such documents, which would be displayed on the Web user's  
2 browser screen. Instead, they are akin to keywords that are  
3 embedded in a portion of the document that is not ordinarily  
4 visible. This information can be viewed by selecting the option to  
5 view the HTML source code from the browser program's menu and  
6 looking in the section of the document that begins with the tag  
7 <head> and ends with the tag </head>. This normally hidden element  
8 of a Web page's source code contains information that can be  
9 extracted for use in identifying, indexing and cataloging Web-based  
10 documents. For example, search engines, such as Altavista, use the  
11 information contained in Meta-tags as part of their efforts to  
12 index Web pages by keywords. Search engine users then can retrieve  
13 Web pages by entering search terms that match the Meta-tags  
14 embedded in those pages' HTML source code.

#### 15 16 **DEFENDANT'S COURSE OF BUSINESS**

17 10. Since approximately October 1999, Defendant has operated  
18 Web sites on the Internet located at <http://newid.ultramailweb.com>  
19 and <http://newid.vsub.com>.

20 11. Since approximately October 1999, through his Web sites,  
21 Defendant has sold computerized templates for the creation of fake  
22 identification.

23 12. Customers pay Defendant \$29.99 for 45 days of access to  
24 the fake identification templates on Defendant's Web sites.

25 13. Defendant's Web sites contain "high quality" templates  
26 for the creation of fake California, Georgia, Florida, Maine,  
27 Nevada, New Hampshire, New Jersey, Utah, Wisconsin and New York

1 driver's licenses. Defendant's Web sites also contain a "high  
2 quality" birth certificate template.

3 14. Defendant's Web sites also contain programs to generate  
4 New Jersey and Wisconsin driver's license numbers, as well as  
5 programs for creating bar codes and verifying Social Security  
6 numbers.

7 15. Defendant employs various meta-tags in the source code  
8 for his Web sites, including "illegal id," "how to create a new  
9 identity," "fake id fraud," and "forging documents."

10 16. Using the templates and programs purchased from  
11 Defendant's Web sites, along with readily available image editing  
12 software and a laminating machine, one can make false  
13 identification that can be employed effectively to perpetrate  
14 identity theft and/or facilitate underage drinking.

15 17. False identification templates, such as those sold  
16 on Defendant's Web site, are used to facilitate fraudulent  
17 activity, including identity theft and underage drinking.

18 18. There is no legitimate use for Defendant's templates  
19 and programs.

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#### VIOLETIONS OF THE FTC ACT

22

#### COUNT I

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19. In numerous instances, Defendant sells computerized  
templates for the creation of fake identification.

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20. False identification templates, such as those sold on  
Defendant's Web sites, are used to facilitate fraudulent activity,  
including identity theft and underage drinking.

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**THIS COURT'S POWER TO GRANT RELIEF**

26. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and other ancillary relief, including disgorgement and consumer redress, to prevent and remedy any violations of any provision of law enforced by the FTC.

27. This Court, in the exercise of its equitable jurisdiction, may award other ancillary relief to remedy injury caused by Defendant's law violations.

**PRAYER FOR RELIEF**

WHEREFORE, plaintiff, the Federal Trade Commission, requests that this Court, as authorized by Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and pursuant to its own equitable powers:

1. Award plaintiff such preliminary injunctive and ancillary relief as may be necessary to avert the likelihood of consumer injury during the pendency of this action and to preserve the possibility of effective final relief;

2. Permanently enjoin Defendant from violating the FTC Act, as alleged herein; and

3. Award all relief that the Court finds necessary to remedy Defendant's violations of Sections 5(a) of the FTC Act, including, but not limited to, consumer redress and disgorgement of Defendant's ill-gotten gains.

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1 Dated: Dec. 4, 2000

2 Respectfully Submitted,

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4 Debra A. Valentine  
General Counsel

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James A. Kohm

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