

STIPULATED FINAL CONSENT ORDER

The Federal Trade Commission ("Commission") commenced this action by filing a Complaint for Injunction and Other Equitable Relief ("Complaint"), against Defendants, Integrated Capital Inc. d/b/a National Student Financial Aid ("NSFA") and Sheila Cuccia. The Commission and the Defendants hereby stipulate to this Final Consent Order.

FINDINGS

By stipulation of the parties, the Court finds as follows:

The Commission brings this action pursuant to Section 13(b) of the Federal Trade 1. Commission Act ("FTC Act"), 15 U.S.C. § 53(b). The Commission seeks permanent injunctive

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relief for alleged deceptive acts or practices in connection with the sale and offering for sale of academic goods and services in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

- 2. The Commission has the authority under Section 13(b) of the FTC Act to seek the relief it has requested.
- 3. This Court has jurisdiction over the subject matter of this action and has jurisdiction over the Defendants. Venue in the District of Nevada is proper, and the Complaint states a claim upon which relief may be granted against the Defendants.
- 4. The activities of the Defendants, as alleged in the Complaint, are in or affecting commerce, as defined in Section 4 of the FTC Act, 15 U.S.C. § 44.
- 5. The Commission and the Defendants stipulate and agree to this Order, without trial or final adjudication of any issue of fact or law, to settle and resolve all matters in dispute arising from the Complaint to the date of entry of this Order. The Defendants dispute the allegations set forth in the Complaint except that Defendants admit the jurisdictional facts. The Commission and the Defendants stipulate and agree that this Order constitutes a settlement agreement pursuant to Federal Rule of Evidence 408.
- 6. The Defendants waive all rights to seek judicial review or otherwise challenge or contest the validity of this Order. They also waive any claim that they may have held under the Equal Access to Justice Act, 28 U.S.C. § 2412, concerning the prosecution of this action to the date of this Order. Each settling party shall bear its own costs and attorneys' fees.
 - 7. Entry of this Order is in the public interest.
- 8. Pursuant to Federal Rule of Civil Procedure 65(d) the provisions of this Order are binding upon the Defendants and their officers, agents, servants, employees and attorneys, and upon those persons or entities in active concert or participation with them who receive actual notice of this Order by personal service or otherwise.

DEFINITIONS

For purposes of this Order, the following definitions shall apply:

- 2. "Academic good or service" means any item, product, good or service represented to assist consumers in admissions, planning, or obtaining financial aid or other financial assistance for college, university, community college, trade or vocational school, high school, middle school, or other secondary school, elementary school or other primary school, or any other educational institution, or for any other educational purpose.
- 3. "Assisting others" means providing any of the following goods or services to any person or entity: (a) performing customer service functions, including but not limited to receiving or responding to consumer complaints; (b) formulating or providing, or arranging for the formulation or provision of, any sales script or any other written marketing material; (c) providing names of, or assisting in the generation of, potential customers; (d) performing marketing services of any kind; or (e) acting as an officer or director of a business entity.
- 4. "Clearly and conspicuously," unless otherwise specifically defined in this Order, means:
- (a) In communications disseminated through an electronic medium (such as television, video, radio, and interactive media such as the Internet and online services), the message shall be presented simultaneously in both the audio and video portions of the communication. The audio message shall be delivered in a volume and cadence sufficient for an ordinary consumer to hear and comprehend it. The video message shall be of a size and shade, and shall appear on the screen for a duration, sufficient for an ordinary consumer to read and comprehend it. In addition to the foregoing, in interactive media the message shall also be unavoidable and shall be presented prior to the consumer incurring any financial obligation. *Provided that*, in any communication presented solely through video or audio means, the message may be conveyed through the same means in which the communication is presented.
- (b) In a print communication, the message shall be in a type size, location, and in print that contrasts with the background against which it appears, sufficient for an ordinary consumer to

notice, read and comprehend it. In a multi-page document, the message shall appear on the first page.

(c) Nothing contrary to, inconsistent with, or in mitigation of the message shall be used in any communication

<u>ORDER</u>

I. PROHIBITED BUSINESS ACTIVITIES

IT IS THEREFORE STIPULATED AND ORDERED that, in connection with the advertising, promotion, offer for sale, or sale of any academic good or service, the Defendants and any entity through which they do business, and their successors, assigns, officers, agents, servants, employees, and all persons or entities in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, are hereby permanently restrained and enjoined from:

- A. Falsely representing, expressly or by implication, that students are selected, eligible, accepted, qualified, or any other similar term that implies or states that students are eligible to apply for grants, scholarships, negotiated tuition discounts, interest free loans, or other financial aid based on any specific criteria;
- B. Falsely representing, expressly or by implication, that consumers who purchase any college planning good or service are likely to receive substantially more financial aid than consumers could otherwise obtain without the aid of such good or service;
- C. Falsely representing, expressly or by implication, that consumers who purchase any academic good or service will receive a refund of their money if they do not obtain any financial aid as a result of such good or service;
- D. Falsely representing, expressly or by implication, the terms and conditions of any refund or guarantee policy;
- E. To the extent any refund or guarantee policy contains any material terms, conditions, or limitations, failing to disclose in a clear and conspicuous manner, prior to charging

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a consumer for any good or service, all such material terms, conditions, or limitations, or any policy of non-refundability;

- F. Falsely representing, expressly or by implication, that consumers who purchase any academic good or service have received, or are likely to receive, a specified amount of financial aid or an increase in financial aid eligibility as a result of such good or service;
- G. Falsely representing, expressly or by implication, that consumers who purchase any academic good or service will receive customized advice tailored to their specific academic or financial needs;
- H. Falsely representing, expressly or by implication, the nature or quality of training, knowledge or experience of any person or entity providing any academic good or service;
- I. Falsely representing, expressly or by implication, that a particular academic good or service will be provided, or the nature or quality of any such good or service provided, including, but not limited to, that such good or service will be provided within a particular time period or before a particular deadline;
- J. Falsely representing, expressly or by implication, the extent to which consumers will be required to incur any expense or partake in any activities in order to implement or use any such good or service, including, but not limited to, completing a questionnaire and being required to request in writing any particular good or service;
- K. Falsely representing, expressly or by implication, any material fact regarding any academic good or service;
- L. Assisting others who violate any provision of sub-paragraphs A-K of this Paragraph I.

II. AFFIRMATIVE DISCLOSURES

IT IS FURTHER ORDERED that, in connection with the advertising, promotion, offer for sale, or sale of any academic good or service, the Defendants and any entity through which they do business, and their successors, assigns, officers, agents, servants, employees, and all

persons or entities in active concert or participation with them who receive actual notice of this Order by personal service or otherwise, shall:

- A. In the course of making any oral sales presentation, disclose, clearly and conspicuously, that:
- 1. Purchasing NSFA's services does not guarantee that a consumer will get financial aid or get more financial aid than the consumer could have otherwise obtained without purchasing NSFA's services;
- Purchasing NSFA's services does not guarantee that a consumer's child will get accepted by any college or university;
- 3. NSFA provides no services until it receives a completed questionnaire, that certain services must be specifically requested, and that failure to utilize any services does not entitle consumers to a refund;
- 4. Consumers may not realize the full benefit of NSFA's services if their children are within 6 months of graduating high school, have not made reasonable efforts to complete the necessary paperwork for admissions and financial aid, or are only considering attending community college;
- 5. Consumers who are not U.S. citizens may not be eligible for federal or state financial aid, and thus may not realize the full benefit of NSFA's services.
- B. In the text of any print or Internet communication, including, but not limited to, any solicitation letter sent to consumers or any sales contract executed by consumers, disclose, clearly and conspicuously, that:
- 1. To the extent a representation is made, whether explicitly or by implication, relating to the efficacy of any academic good or service, including, but not limited to, testimonials or general statements describing past or current customer experiences with such good or service, that consumers purchasing such good or service should not expect to experience the same or similar results;

- 2. To the extent a representation is made, whether explicitly or by implication, that consumers purchasing any academic good or service will receive strategies that (if consumers choose to apply them) may help increase their financial aid eligibility, there is no guarantee that applying any or all of such strategies will result in an incresae in financial aid eligibility.
- C. The disclosures required by this Paragraph are in addition to, and not in lieu of, any other disclosures that the Defendants may be required to make, including but not limited to any disclosure required by state or federal law or by a self-regulatory organization. The disclosure requirements of this Paragraph are not intended to, and shall not be interpreted to, exempt the Defendants from making any other disclosure.

III. MONETARY RELIEF

IT IS FURTHER ORDERED that:

- A. Judgment is hereby entered against the Defendant NSFA in the amount of \$115,000. Defendant NSFA shall pay to the Commission or its designated agent the amount of \$115,000 within ten days of entry of this Order;
- B. All funds paid pursuant to this Paragraph III shall be deposited into a fund administered by the Commission or its agent to be used for equitable relief, including but not limited to consumer redress (as detailed below) and any attendant expenses for the administration of any redress fund. In the event that direct redress to consumers is wholly or partially impracticable or funds remain after redress is completed, the Commission may apply any remaining funds for such other equitable relief (including consumer information remedies) as it determines to be reasonably related to the defendants' practices alleged in the complaint. Any funds not used for such equitable relief shall be deposited to the Treasury as disgorgement. Defendants shall have no right to challenge the Commission's choice of remedies under this Paragraph;
- C. Within 10 days of entry of the Order, defendants shall, to the extent available, provide to the Federal Trade Commission, in computer readable form (standard MS-DOS

diskettes or IBM-mainframe compatible tape) and in computer print-out form, a list including the name, address and dollar amount paid of all consumers in the United States who purchased services from NSFA from October 1, 1997 to December 31, 2000 who requested and were denied a refund from NSFA ("Redress class");

- D. The Commission or its designated agent shall administer the distribution of redress to consumers. Administrative expenses and other fees that the Commission or its designated agents incur in the distribution of redress will be deducted from the judgment. The Commission or its designated agents shall provide a refund to all consumers in the Redress class equal to the dollar amount paid by such consumers. If, after eighteen (18) months after entry of this Order, or before if applicable, the Commission determines that refunds have been provided to all consumers in the Redress class that could be located any funds remaining in the Commission's account, as well as any interest that has accrued on those funds, may be used for other equitable relief (including consumer information remedies) as the Commission determines to be reasonably related to the defendants' practices alleged in the complaint. Any funds not used for such equitable relief shall be deposited to the Treasury as disgorgement.
- D. Defendant NSFA is hereby required, in accordance with 31 U.S.C. § 7701, to furnish to the Commission its taxpayer identification number (employer identification number), which shall be used for purposes of collecting and reporting on any delinquent amount arising out of NSFA's relationship with the government;
- D. Defendants further agree that the facts as alleged in the Complaint shall be taken as true solely for the purpose of in the event of any subsequent litigation to collect amounts due pursuant to this Paragraph III of the Order, including but not limited to a nondischargeability complaint in any bankruptcy proceeding.
- E. The judgment entered pursuant to this Paragraph III is equitable monetary relief, solely remedial in nature, and not a fine, penalty, punitive assessment or forfeiture.

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IT IS FURTHER ORDERED that, within fifteen days after entry of this Order, each Defendant shall submit to the Commission a truthful sworn statement, in the form shown on Appendix A, that shall acknowledge receipt of this Order and shall reaffirm and attest to the truth, accuracy and completeness of the financial statements previously submitted to the Commission. The Commission's agreement to this Order is expressly premised on the truthfulness, accuracy and completeness of Defendants' financial condition as represented in the financial statement previously submitted to the Commission. If, upon motion by the Commission, the Court finds that a defendant's financial statement failed to disclose any material asset, materially misrepresented the value of any asset, or made any other material misrepresentation or omission, the Court shall enter judgment against defendant NSFA, in favor of the Commission, in the amount of three hundred thousand dollars (\$300,000.00); provided, however, that in all other respect this Order shall remain in full force and effect unless otherwise ordered by the Court; and, provided further, that proceedings instituted under this provision would be in addition to, and not in lieu of, any other civil or criminal remedies as may be provided by law, including any other proceedings that the Commission may initiate to enforce this Order. For purposes of this Paragraph IV, Defendants waive any right to contest any of the allegations in the Complaint.

V. RECORD KEEPING PROVISIONS

IT IS FURTHER ORDERED that for a period of three years from the date of entry of this Order, each Defendant, in connection with any business where (1) such defendant is the majority owner of the business or directly or indirectly controls the business, and (2) the business engages in, or assists others engaged in, the advertisement, promotion, offer for sale, or sale of any academic good or service, is hereby restrained and enjoined from failing to have such business create, and from failing to have such business retain for a period of three years following the date of such creation, unless otherwise specified:

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- A. Books, records and accounts that, in reasonable detail, accurately and fairly reflect the cost of goods or services sold, revenues generated, and the disbursement of such revenues;
- B. Records accurately reflecting: the name, address, and telephone number of each person employed in any capacity by such business, including as an independent contractor; that person's job title or position; the date upon which the person commenced work; and the date and reason for the person's termination, if applicable; *provided* that the business subject to this subparagraph B shall retain such records for a period of two years following the date of each such person's termination;
- C. Records containing the names, addresses, phone numbers, dollar amounts paid, quantity of goods or services purchased, and description of goods or services purchased, for all consumers to whom such business has sold, invoiced or shipped any goods or services,
- D. Records that reflect, for every consumer complaint or refund request, whether received directly or indirectly or through any third party: (1) the consumer's name, address, telephone number and the dollar amount paid by the consumer; (2) the written complaint or refund request, if any, and the date of the complaint or refund request; (3) the basis of the complaint, including the name of any salesperson complained against, and the nature and result of any investigation conducted concerning any complaint; (4) each response and the date of the response; (5) any final resolution and the date of the resolution; and (6) in the event of a denial of a refund request, the reason for the denial; and
- E. Copies of all sales scripts, training materials, advertisements, or other marketing materials utilized; *provided* that copies of all sales scripts, training materials, advertisements, or other marketing materials utilized shall be retained for three years after the last date of dissemination of any such materials.

VI. ACCESS TO BUSINESS PREMISES

IT IS FURTHER ORDERED that, for a period of three years from the date of entry of this Order, for the purpose of further determining compliance with this Order, each Defendant

shall permit representatives of the Commission, within ten business days of receipt of written notice from the Commission:

- A. Access during normal business hours to any office, or facility storing documents, of any business where (1) such defendant is the majority owner of the business or directly or indirectly controls the business, and (2) the business engages in, or assists others engaged in, the advertisement, promotion, offer for sale, or sale of any academic good or service. In providing such access, each Defendant shall permit representatives of the Commission to inspect and copy all documents relevant to any matter contained in this Order; and shall permit Commission representatives to remove documents relevant to any matter contained in this Order for a period not to exceed five business days so that the documents may be inspected, inventoried, and copied; and
- B. To interview the officers, directors, and employees, including all personnel involved in responding to consumer complaints or inquiries, and all sales personnel, whether designated as employees, consultants, independent contractors or otherwise, of any business to which sub-paragraph A of this Paragraph VI applies, concerning matters relating to compliance with the terms of this Order. The person interviewed may have counsel present.

VII. AUTHORITY TO MONITOR COMPLIANCE

IT IS FURTHER ORDERED that the Commission is authorized to monitor Defendants' compliance with this Order by all lawful means, including but not limited to the following means:

- A. The Commission is authorized, without further leave of court, to obtain discovery from any person in the manner provided by Chapter V of the Federal Rules of Civil Procedure, Fed. R. Civ. P. 26 37, including the use of compulsory process pursuant to Fed. R. Civ. P. 45, for the purpose of monitoring Defendants' compliance with any provision of this Order;
- B. The Commission is authorized to use representatives posing as consumers and suppliers to Defendants, their employees, or any other entity managed or controlled in whole or in part by a Defendant, without the necessity of identification or prior notice; and

C. Nothing in this Order shall limit the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1, to investigate whether any Defendant has violated any provision of this Order or Section 5 of the FTC Act, 15 U.S.C. § 45.

VIII. SERVICE OF ORDER BY DEFENDANTS

IT IS FURTHER ORDERED that, for a period of three years from the date of entry of this Order:

- A. Defendant NSFA and its successors and assigns shall provide a copy of this Order to, and obtain a signed and dated acknowledgment of receipt of same from, each officer or director, each individual serving in a management capacity, all personnel involved in responding to consumer complaints or inquiries, and all sales personnel, whether designated employees, consultants, independent contractors or otherwise, immediately upon employing or retaining any such persons;
- B. Defendant Sheila Cuccia shall provide a copy of this Order to, and obtain a signed and dated acknowledgment of receipt of same from, each officer or director, each individual serving in a management capacity, all personnel involved in responding to consumer complaints or inquiries, and all sales personnel, whether designated as employees, consultants, independent contractors or otherwise, immediately upon employing or retaining any such persons, for any business where she is (1) an officer, director, manager or majority owner and/or directly or indirectly controls the business, and (2) the business engages in, or assists others engaged in, the advertisement, promotion, offer for sale, or sale of any academic good or service.
- C. Each Defendant shall maintain for a period of three years after creation, and upon reasonable notice, make available to representatives of the Commission, the original signed and dated acknowledgments of the receipt of copies of this Order, as required in sub-paragraphs A and B above.

IT IS FURTHER ORDERED that, in order that compliance with the provisions of this Order may be monitored:

- A. For a period of three years from the date of entry of this Order:
- 1. Defendant NSFA and its successors and assigns shall notify the Commission in writing of (a) any changes in its mailing addresses, and telephone numbers within 30 days of such change; and (b) any proposed change in the structure of NSFA or its successors or assigns, such as creation, incorporation, dissolution, assignment, sale, merger, creation, dissolution of subsidiaries, proposed filing of bankruptcy petition, or change in the corporate name or address, or any change that may affect compliance obligations arising out of this Order, thirty (30) days prior to the effective date of any proposed change;
- 2. Defendant Sheila Cuccia shall notify the Commission in writing of (a) any changes her business address where such business engages in, or assists others engaged in, the advertisement, promotion, offer for sale, or sale of any academic good or service and any changes in her residential address or residential telephone number, within fifteen days of the date of such change; and (b) any changes her employment status (including self-employment) for any business that engages in, or assists others engaged in, the advertisement, promotion, offer for sale, or sale of any academic good or service, within fifteen days of such change. Such notice shall include the name, address, and telephone and facsimile number of each business by which she is employed, a statement of the nature of the business, and a statement of her duties and responsibilities in connection with the business;
- B. One hundred eighty (180) days after the date of entry of this Order, each Defendant shall provide a written report to the Commission, sworn under penalty of perjury, setting forth in detail the manner and form in which the Defendant has complied and is complying with this Order. This report shall include but not be limited to:
- 1. The Defendant's current mailing address, telephone number, and facsimile number (if any);

- 2. With respect to the individual defendant, her current employment, business address, telephone and facsimile numbers, a description of the business activities of each such employer, and the defendant's title and responsibilities for each employer. With respect to corporate defendants, a description of its current business activities;
- 3. A copy of each acknowledgment of receipt of this Order obtained by the Defendant pursuant to Paragraph VIII of this Order; and
- 4. A statement describing the manner in which the Defendant has complied and is complying with each Paragraph of this Order;
- C. Upon written request by a representative of the Commission, each Defendant shall submit additional written reports (under oath, if requested) and produce documents on fifteen (15) days' notice with respect to any conduct subject to this Order;
- D. For the purposes of this Order, each Defendant shall, unless otherwise directed by the Commission's authorized representatives, mail all written notifications to:

Associate Director for Enforcement Federal Trade Commission 600 Pennsylvania Avenue, NW, Room S-4302 Washington, D.C. 20580

Re: FTC v. Integrated Capital Inc.

E. For purposes of the compliance reporting required by this Paragraph IX, the Commission is authorized to communicate directly with Defendants' attorney of record

1	X. RETENTION OF JURISDICTION FOR A PERIOD OF THREE YEARS FROM MALE TO SERVE A PROPERTY OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MALE TO SERVE A PERIOD OF THREE YEARS FROM MAL
2	IT IS FURTHER ORDERED that this Court shall retain jurisdiction over this matter for
3	purposes of the construction, modification and enforcement of this Order.
4	SO STIPULATED:
5	INTEGRATED CAPITAL INC., Defendant
6	By:
7	SHEILA CUCCIA, Defendant
8	VITE Fliglion
9	KEITH FLICKER
10	Flicker, Garelick & Associates 641 Lexington Avenue 318 EAST 53rd 5 treet New York, NY 10022
11 12	Attorney for Defendants
13	Rolling R Sparter
14	ROBIN R. SPECTOR GREGORY A. ASHE
1 4	Federal Trade Commission 600 Pennsylvania Ave., NW, Room NJ-2122
16	Washington, DC 20580
17	BLAINE T. WELSH Assistant United States Attorney
18	333 South Las Vegas Blvd. Ste. 5000 Las Vegas, NV 89101
19	Attorneys for Plaintiff
20	
21	This
22	1 the second of
23	UNITED STATES DISTRICT JUDGE
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1 DISTRICT OF NEVADA 2 FEDERAL TRADE COMMISSION, 3 CIVIL ACTION Plaintiff 4 No. v. 5 INTEGRATED CAPITAL INC. 6 NATIONAL STUDENT FINANCIAL AID. ARON SHOAF, and 7 SHEILA CUCCIA 8 Defendants. 9 AFFIDAVIT OF [DEFENDANT] 10 [Insert name], being duly sworn, hereby states and affirms as follows: 11 My name is ______. I am a citizen of the United States and am over 1. 12 the age of eighteen. I have personal knowledge of the facts set forth in this Affidavit. 13 14 [for corporate defendants] 15 I am the _____ of [Integrated Capital Inc. ("IC")][National 2. 16 Student Financial Aid ("NSFA")], which is a defendant in FTC v. Integrated Capital Inc., et al. 17 (D. Nev.). My current business address is ______. My current business 18 telephone number is ______ and facsimile number is ______. 19 The current business address of [IC][NSFA] is ______. 3. 20 The current business telephone of [IC][NSFA] is ______ and facsimile 21 number is _____. 22 23 [for individual defendants] 24 I am a defendant in the above-captioned civil action. My current business 25 address is ______. My current business telephone number is 26 27

UNITED STATES DISTRICT COURT

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	and facsimile number is My current residential address is
1	. My current residential telephone number is
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3	[for all defendants]
4	4. On [date], [IC][NSFA][I] received a copy of the Stipulated Final Order for
5	Permanent Injunction, which was signed by the Honorable [judge] and entered by the Court on
6 7	[date of entry of Order]. A true and correct copy of the Order that CRM received is appended to
8	this Affidavit.
9	5. I reaffirm and atttest to the truthfulness, accuracy, and completeness of the
10	financial statement that [IC][NSFA][I] submitted to the Federal Trade Commission on or about
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12	I declare under penalty of perjury under the laws of the United States that the foregoing is
13	I declare under penalty of perjury under the laws of the Chited States Limited St
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15	State of, City of
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17	Subscribed and sworn to before me this day of, 199
18	N . D.112
19	Notary Public My Commission Expires:
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