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17	UNITED STATES DISTRICT COURT	
18	DISTRICT OF	NEVADA
19	FEDERAL TRADE COMMISSION,) Case No. 2:11-cv-00283-JCM -GWF
20	Plaintiff,)
21	, in the second) DI A INTERESC DECEDONICE IN
22	V.	 PLAINTIFF'S RESPONSE IN OPPOSITION TO MOTION TO DISMISS OF DEFENDANTS IVY CAPITAL, INC., ET AL.
	IVY CAPITAL, INC., et al.,	
23	Defendants, and	
24	CHERRYTREE HOLDINGS, LLC, et al.,)
25	Relief Defendants.)
26	<u> </u>	.)
27	1	

I. INTRODUCTION

Thirteen corporate defendants¹ (collectively, the "Corporate Movants") argue that the twenty-nine page, one hundred-fourteen paragraph Complaint filed in this matter does not provide them with sufficient information about the violations of the FTC Act alleged against them in Counts I through VII to allow them each to adequately prepare an answer, and that those counts must therefore be dismissed pursuant to Rule 9(b) of the Federal Rules of Civil Procedure. The motion to dismiss as to the Corporate Movants should be denied for two independent reasons: first, Rule 9(b) does not apply to enforcement actions under the FTC Act; and second, the deceptive practices underlying the liability of each of the Corporate Movants are alleged with particularity that meets or exceeds the requirements of Rule 9(b).

Individual defendants Kyle Kirschbaum, John Harrison, and Steven Lyman (collectively, the "Individual Movants") also move that Counts I through VII against them should be dismissed pursuant to Rule 9(b), and further move that Counts VIII and IX, which allege violations of the Do Not Call provisions of the Telemarketing Sales Rule, should be dismissed for failure to state a claim against them under the liberal "notice" pleading standard of Rule 8(a). The Individual Movants argue that all nine counts alleged against them are deficient because the counts do not allege that each individual defendant personally made deceptive representations or personally committed telemarketing violations. As explained below, however, the Complaint's allegations that Kyle Kirschbaum, John Harrison, and Steven Lyman exercise control over and engage in hands-on management of the Ivy Capital common enterprise are sufficient to state a claim against each for individual liability for the enterprise's violations on all nine counts.

¹ The moving corporate defendants are Ivy Capital, Inc.; Fortune Learning System, LLC; Vianet, Inc.; 3 Day MBA, LLC; Dream Financial; ICI Development, Inc.; Ivy Capital, LLC; Logic Solutions, LLC; Oxford Debt Holdings, LLC; Revsynergy, LLC; Global Finance Group, LLC; Virtual Profit, LLC; and Sell It Vizions, LLC.

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Finally, seven relief defendants² (the "Relief Movants") have moved that Count X, the only count alleged against them, should be dismissed, arguing that if the Complaint fails to adequately allege the underlying wrongdoing of the defendants, the Relief Movants cannot be held liable for receiving ill-gotten gains from these defendants. This argument is meritless, as the Complaint sufficiently alleges the defendants' liability for violations of the FTC Act and the Telemarketing Sale Rule.

BACKGROUND

On February 22, 2011, the Federal Trade Commission (the "Commission" or "FTC") filed a Complaint alleging that twenty-two business entities acting as a common enterprise (the "Ivy Capital Enterprise") were violating the Federal Trade Commission Act and the Telemarketing Sales Rule by deceptively marketing and selling products and services that would purportedly assist consumers in developing their own lucrative Internet businesses. [D.E. 1.] The Complaint also states claims against the eight individuals who control the entities constituting the Ivy Capital Enterprise and names as relief defendants six corporations and four individuals who have shared in its ill-gotten gains. [Id.]

Simultaneously with the filing of its Complaint, the FTC moved for a temporary restraining order, supporting its request with a sixty-one page brief and four volumes of exhibits consisting of more than eight hundred pages. [D.E. 6.] The Court granted the FTC's motion, issuing an order that halted the Ivy Capital Enterprise's activities, appointed a receiver, and froze assets pending a preliminary injunction hearing. [D.E. 12.]

In advance of the preliminary injunction hearing, the various defendants and relief defendants filed opposition papers, including a fifty-five page brief from the movants supported

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The moving relief defendants are Cherrytree Holdings, LLC; S&T Time, LLC; Virtucon, LLC; Mowab, Inc.; Kierston Kirschbaum; Melyna Harrison; and Tracy Lyman.

by twenty-two exhibits [D.E. 46, 51].³ The FTC also filed a forty-three page omnibus reply brief that included nearly eight hundred additional pages of exhibits. [D.E. 73.] At a hearing held on March 23, 2011, the Court, having considered the filings and argument from the parties, granted the FTC's request for a preliminary injunction, which was entered on the docket two days later. [D.E. 88, 91.]

III. ARGUMENT

A. Rule 9(b)'s Heightened Pleading Requirements Do Not Apply to Allegations of FTC Act Violations.

The movants' arguments for dismissal of Counts I through VII are based on the faulty premise that the heightened pleading requirements of Rule 9(b) apply to FTC enforcement actions. Rule 9(b) requires that, "[i]n alleging fraud or mistake, a party must state with particularity the circumstances constituting fraud or mistake." Fed. R. Civ. P. 9(b). A claim of deceptive practices under Section 5 of the FTC Act, however, "is not a claim of fraud as that term is commonly understood or as contemplated by Rule 9(b)," *FTC v. Freecom Communs.*, *Inc.*, 401 F.3d 1192, 1204 n.7 (10th Cir. 2005), as both the elements and purpose of an FTC enforcement action distinguish it from a fraud claim.

Unlike an action for common law fraud, the Commission does not need to prove scienter, reliance, or injury to establish a violation of Section 5 of the FTC Act. *Id.*; *see also*, *e.g.*, *FTC v. Publ'g Clearing House*, *Inc.*, 104 F.3d 1168, 1170 (9th Cir. 1997) ("[T]he FTC is not required to show that a defendant *intended* to defraud consumers"); *FTC v. Figgie Int'l*, 994 F.2d 595, 605–06 (9th Cir. 1993) (unlike common law fraud, proof of subjective reliance by individual

³ During the same time period, the receiver appointed under the Temporary Restraining Order filed a report of his activities to date that described how "the Corporate Defendants operated 20 companies, including seven nondefendant companies, exchanged or traded services, provided common management including accounting services, and essentially operated as a common enterprise." [D.E. 67 at 1.]

consumers is not required in FTC enforcement actions). These substantive differences stem in part from the nature of a Section 5 action, which is

not a private or common law fraud action designed to remedy a singular harm, but a government action brought to deter deceptive acts and practices aimed at the public and to obtain redress on behalf of a large class of third-party consumers who purchased Defendants' products and services over an extended period of time.

Freecom Communs., 401 F.3d at 1204 n.7; see also Figgie, 994 F.2d at 605 ("Section 13 of the FTC Act differs from a private suit for fraud, however. Section 13 serves a public purpose by authorizing the Commission to seek redress on behalf of injured consumers.").

In light of the significant differences between FTC enforcement actions and common law fraud claims, numerous courts have held that the heightened pleading requirements of Rule 9(b) do not apply to alleged violations of the FTC Act. *E.g., Freecom Communs.*, 401 F.3d at 1204 n.7; *FTC v. Innovative Mktg., Inc.*, 654 F. Supp. 2d 378, 388 (D. Md. 2009); *FTC v. Nat'l Testing Servs., LLC*, No. 05-0613, 2005 U.S. Dist. LEXIS 46485, at *5 (M.D. Tenn. Aug. 18, 2005); *FTC v. SkyBiz.com, Inc.*, No. 01-396, 2001 U.S. Dist. LEXIS 26314, at *11 (N.D. Okla. Aug. 2, 2001); *FTC v. Communidyne, Inc.*, 1993-2 Trade Cas. (CCH) ¶ 70,439, at 71,313 (N.D. Ill. Dec. 3, 1993). This Court's concurrence with this substantial line of cases would alone be a sufficient basis for denying the motion to dismiss with regard to Counts I through VII as to all movants.

B. The Complaint Allegations Concerning the Corporate Movants' Deceptive Acts Satisfy Rule 9(b)'s Heightened Pleading Requirements.

Even if Rule 9(b) were applicable to alleged violations of the FTC Act, the Complaint's detailed allegations concerning each of the Corporate Movants' unlawful acts are more than

⁴ The movants cite one decision to the contrary, *FTC v. Lights of America, Inc.*, No. 10-1333, 2010 U.S. Dist. LEXIS 137088 (C.D. Cal. Dec. 17, 2010). [D.E. 86 at 4 n.8.] This Court is not bound by *Lights of America*, and may decline to apply Rule 9(b)'s requirements to FTC enforcement actions in view of the considerations discussed above.

sufficient to satisfy the Rule's requirements. A pleading is sufficient under Rule 9(b) "if it identifies the circumstances constituting fraud so that a defendant can prepare an adequate answer from the allegations." *Moore v. Kayport Package Express*, 885 F.2d 531, 540 (9th Cir. 1989). Thus, "mere conclusory allegations of fraud are insufficient." *Id.* Additionally, in actions against multiple defendants, a plaintiff must generally avoid "everyone did everything' allegations" and instead differentiate which of the defendants is responsible for which conduct. *Destfino v. Reiswig*, 630 F.3d 952, 958 (9th Cir. 2011). In some circumstances, however, it may be difficult to attribute particular conduct to each defendant, and the plaintiff should then allege the collective conduct with particularity and include the role of individual defendants "where possible." *Moore*, 885 F.2d at 540 (using the example of corporate fraud).

The thirteen Corporate Movants argue that the claims against each must be dismissed because "the allegations do not provide any details about each separate defendant's alleged role in the conduct described," and thus each Corporate Movant lacks sufficient information about its alleged conduct to prepare an adequate answer. [D.E. 86 at 6.] As even a cursory review of the Complaint will confirm, this argument is specious.

The Complaint against the Ivy Capital Enterprise does not make "mere conclusory allegations" of deceptive conduct; rather, it provides a detailed breakdown of the enterprise's conduct through more than sixty paragraphs. [D.E. 1, ¶¶ 48–111.] Nor does the Complaint rely on "'everyone did everything' allegations"—although such allegations would likely be justified given the defendants' convoluted common enterprise, which significantly complicates the task of identifying which of the enterprise's tentacles took which actions. *Cf. Moore*, 885 F.2d at 540. Instead, the Complaint takes pains to separate defendants based on their role and function. [*See*, *e.g.*, D.E. 1, ¶ 46 (differentiating "Primary Defendants," "Upsell Defendants," "Lead Generating Defendants," and "Shell Defendants").]

For example, the Complaint alleges that movants Ivy Capital, Inc., Fortune Learning System, LLC, and Vianet, Inc., along with two other corporate defendants (collectively, the "Primary Defendants"), were conducting a telemarketing campaign to sell business coaching services for the Ivy Capital Enterprise. [D.E. 1, ¶¶ 46, 48.] The relevant allegations detail the representations that Ivy Capital, Inc., Fortune Learning System, LLC, Vianet, Inc., and the two other Primary Defendants made to consumers concerning the earnings potential of the program, the time commitment required, and the services provided [id., ¶¶ 50–57], and explain how those representations are false [id., ¶¶ 56, 62]. They also describe tactics used by the five Primary Defendants to discourage consumers from researching the service before buying [id., ¶¶ 53, 61] and the method of payment used and prices charged [id., ¶¶ 58–61]. Given the specificity of these allegations, the Complaint provides Ivy Capital, Inc., Fortune Learning System, LLC, and Vianet, Inc., with more than sufficient information to understand and respond to the claims alleged against them.

The Complaint similarly details the role played in the Ivy Capital Enterprise by each of the Corporate Movants:

- Global Finance Group, LLC, and Virtual Profit, LLC, are alleged to have each been generating leads for the Primary Defendants' telemarketing campaign by obtaining telephone numbers of consumers who responded to e-mails and advertisements about work-at-home or business opportunities [id., ¶¶ 46, 51];
- 3 Day MBA, LLC, is one of eight corporate defendants alleged to have been conducting a telemarketing campaign to sell additional goods and services to consumers who purchased business coaching services from the Ivy Capital Enterprise [id., ¶¶ 46, 63–67]; and
- Dream Financial; ICI Development, Inc.; Ivy Capital, LLC; Logic Solutions,
 LLC; Oxford Debt Holdings, LLC; Revsynergy, LLC; and Sell It Vizions, LLC,

are alleged to be shell entities that have been used to advance the common enterprise by acting as fronts for other corporate defendants [id., ¶ 46].

Each of the Corporate Movants objects to having been grouped together in the Complaint with other defendants who were engaging in the same conduct, but these groupings did not deprive any of the Corporate Movants of information needed to answer the Complaint.

Accordingly, the Corporate Movants' motion directed to Counts I through VII is without merit.

C. The Complaint Sufficiently Alleges the Individual Movants' Liability for the Violations of the Ivy Capital Enterprise.

Individual Movants Kyle Kirschbaum, John Harrison, and Steven Lyman argue that, because the Complaint does not allege specific acts that each personally undertook in violation of the FTC Act or the Telemarketing Sales Rule, Counts I–VII against them must be dismissed for failure to comply with the particularity requirements of Rule 9(b), and Counts VIII–IX against them must be dismissed for failure to comply with the liberal "notice" pleading requirements of Rule 8(a). [D.E. 86 at 5–6.] These arguments fail: the FTC has sufficiently pleaded all nine counts against Ivy Capital, Inc., and the Ivy Capital Enterprise, 5 and the Individual Movants can be held individually liable for the violations of these entities.

When determining whether an individual defendant should be held liable for the FTC Act violations of a corporation, there are two distinct standards: the first applies when determining whether an individual should be held liable for permanent injunctive relief and the other applies when determining whether the individual should be held liable for monetary relief. To obtain injunctive relief, the Commission must establish that the individual participated directly in the

⁵ As shown *supra* Section III.B, the Complaint sufficiently alleges Counts I–VII against Ivy Capital, Inc., and the Ivy Capital Enterprise. The movants do not challenge the sufficiency of the Complaint's allegations supporting Counts VIII and IX against the corporate defendants controlled by Kyle Kirschbaum, John Harrison, and Steven Lyman. [*See* D.E. 1, ¶¶ 72–73, 105–08.]

acts or practices or had the authority to control the company involved in the unlawful practices. *FTC v. Publ'g Clearing House, Inc.*, 104 F.3d 1168, 1170 (9th Cir. 1997). To obtain monetary relief, the FTC must additionally show that the individual had knowledge of the acts or practices. *Id.*

The Complaint alleges the basis for holding each of the Individual Movants liable for the violations of the Ivy Capital Enterprise:

- Kyle Kirschbaum is alleged to (1) have co-founded Ivy Capital, Inc.; (2) be one of four co-owners of Ivy Capital, Inc., each of which holds a 25% stake; (3) be the President of Ivy Capital, Inc.; (4) have been the Director and President of Vianet, Inc.; (5) be an officer of three additional entities that are part of the Ivy Capital Enterprise; and (6) have formulated, directed, controlled, had the authority to control, or participated in the acts set forth in the Complaint [D.E. 1, ¶ 28, 46];
- John Harrison is alleged to (1) have co-founded Ivy Capital, Inc.; (2) be one of four co-owners of Ivy Capital, Inc., each of which holds a 25% stake; (3) be the Treasurer and Director of Ivy Capital, Inc.; (4) have been the Secretary of Vianet, Inc.; (5) be an officer, agent, or member of eleven additional entities that are part of the Ivy Capital Enterprise; and (6) have formulated, directed, controlled, had the authority to control, or participated in the acts set forth in the Complaint [D.E. 1, ¶¶ 29, 46]; and
- Steven Lyman is alleged to (1) have co-founded Primary Defendant Ivy Capital, Inc.; (2) be one of four co-owners of Ivy Capital, Inc., each of which holds a 25% stake; (3) be the Secretary of Ivy Capital, Inc.; (4) have been the Treasurer of Vianet, Inc.; (5) be an officer of five additional entities that are part of the Ivy Capital Enterprise; and (6) have formulated, directed, controlled, had the authority to control, or participated in the acts set forth in the Complaint [D.E. 1, ¶¶ 30, 46].

These allegations are sufficient to state claims against each of the Individual Movants for both injunctive and monetary relief. *See, e.g., FTC v. Commerce Planet, Inc.*, No. 09-1314 (C.D. Cal. Feb. 12, 2010) (denying a motion to dismiss where the complaint alleged "the most important fact for individual liability under Section 5—that [the defendant] was the president and director of the company that owned and operated the allegedly deceptive website"); *FTC v. Hang-Ups Art Enters., Inc.*, 1997-1 Trade Cas. (CCH) ¶71,709, at 79,056 (C.D. Cal. Sept. 27, 1995) (an allegation that an individual defendant "directed, controlled, formulated, or participated in the acts and practices of the corporate defendant" sufficiently alleges that the individual knowingly participated in wrongful conduct).

The Individual Movants suggest that the heightened pleading requirements of Rule 9(b) should apply to the allegations concerning their individual liability for the deceptive acts of the Ivy Capital Enterprise. [D.E. 86 at 5.] This argument fails for at least three reasons.

First, as already shown *supra* Section III.A, Rule 9(b) does not apply at all to FTC enforcement actions.

Second, even assuming, *arguendo*, that Rule 9(b) were to apply to FTC enforcement actions, this would not require that the FTC plead the Individual Movants' control or knowledge with particularity. The elements relevant to establishing individual liability for the Ivy Capital Enterprise's unlawful practices—control, participation, knowledge—do not constitute or involve fraud, and thus would not need to be pleaded with particularity. *See* Fed R. Civ. P. 9(b) ("In alleging fraud or mistake, a party must state with particularity *the circumstances constituting fraud or mistake*." (emphasis added)); *Vess v. Ciba-Geigy Corp. USA*, 317 F.3d 1097, 1104 (9th Cir. 2003) (where a complaint alleges "some fraudulent and some non-fraudulent conduct. . . . only the allegations of fraud are subject to Rule 9(b)'s heightened pleading requirements").

Indeed, by its own terms Rule 9(b) does not require that knowledge be pleaded with particularity. Fed. R. Civ. P. 9(b) ("Malice, intent, knowledge, and other conditions of a person's mind may be

alleged generally."). Moreover, Rule 9(b)'s particularity requirements are relaxed in circumstances where it may be difficult for the plaintiff to identify the specific actions that a corporate officer took in causing harm to the plaintiff. *Cf. Moore v. Kayport Package Express*, 885 F.2d 531, 540 (9th Cir. 1989) (where "corporate fraud may . . . make it difficult to attribute particular fraudulent conduct to each defendant as an individual. . . . the allegations should include the misrepresentations themselves with particularity and, *where possible*, the roles of the individual defendants in the misrepresentations" (emphasis added)).

Finally, even if the elements establishing individual liability for corporate activities were required to be pleaded with particularity under the Federal Rules, this would not justify the

required to be pleaded with particularity under the Federal Rules, this would not justify the dismissal of claims against the Individual Movants here. Where potential defects in the particularity of allegations can be remedied by reference to other materials in the record, the court may take notice of these materials. *FTC v. Cantkier*, No. 09-894, 2011 U.S. Dist. LEXIS 21076, at *24–26 (D.D.C. Mar. 3, 2011); *Bonilla v. Trebol Motors Corp.*, 150 F.3d 77, 81 (1st Cir. 1998); *Elias Bros. Restaurants v. Acorn Enters.*, 831 F. Supp. 920, 923 n.3 (D. Mass. 1993); *Buccino v. Cont'l Assurance Co.*, 578 F. Supp. 1518, 1524 n.5 (S.D.N.Y. 1983). In light of the parties' extensive preliminary injunction briefing, *see supra* Section II, the Court would be at liberty to consider documents adding further detail concerning these defendants' control, participation, and knowledge, including the material concerning

- Kyle Kirschbaum's role registering websites for entities known to generate leads for the Ivy Capital Enterprise; payments made by Kirschbaum for multiple domains linked to linked to the Ivy Capital Enterprise; and Kirschbaum's past role making sales calls and drafting sales scripts [D.E. 11-1 at 29–30];
- John Harrison's role registering and paying for domain names used in the Ivy
 Capital Enterprise; Harrison's role registering and paying for telephone numbers

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related to the enterprise; and Harrison's role personally monitoring day-to-day business operations and meeting with telemarketers [id. at 30]; and

• Steven Lyman's active involvement in the daily operations of Ivy Capital, Inc; Lyman's past role making sales calls and drafting sales scripts; Lyman's near-daily presence at the offices of Ivy Capital, Inc., and defendant Business Development Division, LLC [id.].

D. The Relief Defendants Are Liable to Disgorge the Ill-Gotten Gains of the Ivy Capital Enterprise.

Seven relief defendants have moved that Count X, the only count alleged against them, should be dismissed, arguing that if the Complaint fails to adequately allege the underlying wrongdoing of the defendants, the Relief Movants cannot be held liable for receiving ill-gotten gains from these defendants. [D.E. 86 at 7.] Because, as demonstrated *supra* Section III.A–C, the Complaint sufficiently states claims against all defendants for violations of the FTC Act and the Telemarketing Sale Rule, the argument raised by the Relief Movants fails.

IV. CONCLUSION

For the reasons set forth above, the motion to dismiss should be denied.

Dated: April 8, 2011 Respectfully submitted,

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Attorneys for Plaintiff Federal Trade Commission

Certificate of Service I hereby certify that on April 8, 2011, I electronically filed the foregoing document with the Clerk of the Court using CM/ECF, which will send a notice of electronic filing to all counsel of record. Additionally, I served: STEVEN ZELIG, ESQ. BRENTWOOD LEGAL SERVICES, LLP 11661 SAN VINCENTE BLVD., SUITE 1015 Los Angeles, CA 90049 Attorney for Defendant Christopher M. Zelig via electronic mail because he is not registered with CM/ECF. /s/ Shameka L. Gainey Shameka L. Gainey