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15	Consumer I manetar I Totelan Bareau	
16	UNITED STATES DISTRICT COURT	
17	CENTRAL DISTRICT OF CALIFORNIA WESTERN DIVISION	
18	WEST	EKN DIVISION
19		
20	Consumer Financial Protection Bureau,	Case No.
21	Plaintiff,	COMPLAINT FOR
22	v.	COMPLAINT FOR INJUNCTIVE RELIEF,
23	Daniel A. Rosen, Inc., d/b/a Credit Repair	RESTITUTION, DISGORGEMENT, DAMAGES,
24	Cloud, and Daniel Rosen,	AND CIVIL MONÉY PENALTIES
25	Defendants.	
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	Con	

COMPLAINT

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Introduction

- The Consumer Financial Protection Bureau ("Bureau") brings this action 1. against Daniel A. Rosen, Inc. d/b/a Credit Repair Cloud ("Credit Repair Cloud" or "CRC") and Daniel Rosen under the Telemarketing and Consumer Fraud and Abuse Prevention Act ("Telemarketing Act"), 15 U.S.C. §§ 6102(c), 6105(d); the Telemarketing Sales Rule ("TSR"), 16 C.F.R. pt. 310; and the Consumer Financial Protection Act of 2010 ("CFPA"), 12 U.S.C. §§ 5536(a), 5564, 5565. This Court has subject-matter jurisdiction over this action because it is brought under federal consumer financial law, 12 U.S.C. § 5565(a)(1), presents a federal question, 28 U.S.C. § 1331, and is brought by an agency of the United States, 28 U.S.C. § 1345.
- Defendants Credit Repair Cloud and Daniel Rosen have provided substantial assistance or support to credit-repair businesses charging unlawful advance fees to consumers in violation of the TSR.
- 3. The Bureau brings this action to stop Defendants' unlawful conduct, obtain relief for harmed consumers from Defendants, disgorge Defendants' unjust gains, and impose civil money penalties on Defendants for their unlawful actions.

Venue

4. Venue is proper in this district because each Defendant is located, resides, or does business in this District. 12 U.S.C. § 5564(f).

Parties

- 5. The Bureau is an independent agency of the United States created by the CFPA. 12 U.S.C. § 5491(a). It has independent litigating authority and may secure appropriate relief for violations of the CFPA, 12 U.S.C. § 5564(a)-(b), and for violations of the TSR with respect to consumer financial products or services subject to the CFPA, 15 U.S.C. §§ 6102(c), 6105(d).
- Credit Repair Cloud is a privately owned California corporation that 6. operates out of 12517 Venice Blvd., Los Angeles, CA 90066. Since 2013, Credit Repair

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Cloud has advertised, marketed, promoted, offered for sale, and sold credit-repair-business software and other tools to credit-repair businesses ("CRC Users" or "Users") throughout the United States.

7. Daniel Rosen is the founder, owner, and CEO of Credit Repair Cloud. Rosen resides in Los Angeles, California.

The TSR and Credit-Repair Services

- 8. A credit-repair business offers or provides to consumers services represented to remove derogatory information from, or improve, a consumer's credit history, credit record, or credit rating.
- 9. Credit-repair businesses challenge or dispute negative items that appear on consumer reports on consumers' behalf. Such items are supposed to be removed if found to be inaccurate or incomplete, or if they cannot be verified.
- 10. The TSR prohibits credit-repair businesses that telemarket their services from requesting or receiving any fee until they have provided the consumer with documentation in the form of a consumer report from a consumer reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved. 16 C.F.R. § 310.4(a)(2).

Credit Repair Cloud's Business Practices

- 11. Credit Repair Cloud offers an "all-in-one solution" for people to start and run their own credit-repair businesses. Credit Repair Cloud markets and sells its services to individuals and businesses nationwide.
- 12. Credit Repair Cloud advertises that to start a credit-repair business using Credit Repair Cloud, "all you need is a computer, a phone and software."
- 13. Credit Repair Cloud targets as clients individuals who are seeking to start their own business and advertises that "credit repair is the lowest cost & most profitable business you can launch," and that a credit repair business is "a very affordable startup" that costs "close to nothing."

- 14. Credit Repair Cloud provides CRC Users with software (the "Software") that provides, among other things, a customer-relationship management ("CRM") system. Through the CRM system, Users can track and organize customer details and activity, including customer names, contact information, the date they signed up for credit-repair services, and whether customers are up-to-date on their payments for credit-repair services.
- 15. The Software allows CRC Users to import and review their customers' credit reports, and the Software will automatically flag negative items on customers' credit reports for Users.
- 16. The Software contains a database of over 100 template-dispute letters that the Software will automatically pre-populate with customer information, allowing CRC Users to generate letters to mail to consumer-reporting agencies disputing information on customers' credit reports.
- 17. The Software allows CRC Users to track whether a particular disputed item on a consumer's credit report has been validated, whether it has been found to be inaccurate or incomplete, or whether it cannot be verified.
- 18. The Software contains template contracts for CRC Users to supply to their customers.
- 19. CRC Users can connect the Software with a third-party billing platform that allows CRC Users to easily set up monthly recurring billing for their customers.
- 20. Through the Software, CRC Users can track customer activity and key performance indicators, such as average revenue.
- 21. In addition to the Software, Credit Repair Cloud provides training programs on how to start and run a credit-repair business, as well as other resources to CRC Users, including telemarketing sales scripts, template marketing materials, and template websites.

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- 22. Credit Repair Cloud makes clear on its website that the goal for CRC Users is to remove derogatory information from, or improve, their customers' credit history, credit record, or credit rating. In a section of its website entitled, "Introduction: How Does Credit Repair Work," Credit Repair Cloud lays out steps for disputing "negative items" with the three nationwide consumer reporting agencies using the template letters the company provides. The final step listed on that page is: "Over time negative items are corrected, and the consumer's score goes up! The client is thrilled and keeps paying your monthly fee!" On the same page, in response to the question, "How do successful Credit Repair companies make a profit," Credit Repair Cloud states that such companies, among other things, "Deliver what they promise."
- The template marketing materials that Credit Repair Cloud provides to 23. Users, including printable pamphlets, fliers, and business cards, make clear what those "promises" are. Those marketing materials include statements such as: "Most people can raise their credit scores by 50-100 points or more by following our program"; "Credit issues? We can help! Most credit reports contain errors that can lower your score and keep you from living the life you deserve"; and "We can get your life back, so you can ... get approved for a mortgage; get approved for your dream car; get approved for credit cards."
- 24. In addition to providing instructions and materials for Users, Credit Repair Cloud facilitates networking among Users through social media as well as through inperson gatherings. Credit Repair Cloud hosts an annual credit-repair conference, and it created a private community chat group on Facebook, through which Users solicit feedback on their websites and their advertisements, inquire about fee structures, or ask questions regarding, among other things, legal compliance issues related to credit-repair. The private group provides an opportunity for Users to ask questions to other members of the Facebook group, and Daniel Rosen participates in responding to questions.

Role of Daniel Rosen in Credit Repair Cloud

- 25. Rosen is the sole owner and director of Credit Repair Cloud and has managerial responsibility for the company.
- 26. Rosen controls Credit Repair Cloud's finances, as well as the content of the Software and the Credit Repair Cloud training programs.
- 27. Rosen participates directly in the Credit Repair Cloud training programs, including teaching Credit Repair Cloud's "Master Class" on credit repair, and he is the featured speaker on many of the training videos available to CRC Users.
- 28. Rosen writes blog posts that are posted on the Credit Repair Cloud website in which he provides advice to prospective and active CRC Users regarding, among other things, how to convert prospective customers into active paying customers and how and when to collect fees.
- 29. Rosen wrote a book about how to start and run a credit-repair business, which included template-dispute letters, and he hosts a podcast on which he has interviewed successful CRC Users. Rosen's book and podcast are advertised on the Credit Repair Cloud website.
- 30. Rosen also sends emails directly to prospective and current CRC Users in which he, among other things, markets Credit Repair Cloud's training programs and provides tips on how to remove items from consumers' credit reports.

CRC Users Have Been Violating the TSR by Telemarketing and Charging Advance Fees to Consumers

- 31. CRC Users offer credit-repair services.
- 32. At least some, and likely many, Users are engaged in telemarketing, and therefore they are required to comply with the TSR. At least some, and likely many, Users advertise toll-free telephone numbers on their websites and on social-media websites and conduct telephone calls with consumers in more than one state to induce those consumers to purchase their credit-repair services.

- 33. Nevertheless, at least some, and likely many, such Users have been charging fees to consumers well in advance of the waiting period imposed by the TSR. Specifically, at least some, and likely many, Users charge consumers an initial fee at the time of enrollment in credit-repair services, followed by monthly recurring fees.
 - 34. Therefore, such Users have been violating the TSR.
- 35. As discussed below, Credit Repair Cloud and Rosen have encouraged and facilitated both the use of telemarketing and the charging of advance fees by Users.

Credit Repair Cloud and Rosen Have Encouraged CRC Users to Telemarket their Credit-Repair Services

- 36. Credit Repair Cloud and Rosen have encouraged the use of telemarketing to sell credit-repair services.
- 37. For example, Credit Repair Cloud encourages CRC Users to provide their telephone number on their websites because "[s]ome people want to speak to a real person." Also, the template websites Credit Repair Cloud provides to Users include toll-free telephone numbers and stock language instructing potential customers to call Users. And Credit Repair Cloud includes links on its website to some of its successful Users' websites, which in turn advertise toll-free telephone numbers.
- 38. Through blog posts available on the Credit Repair Cloud website, his book, and his podcast, Rosen encourages Users to conduct telephone sales calls. For instance, in a July 26, 2015 blog post on Credit Repair Cloud's website titled "Creating a Killer Sales Script for Credit Repair Services," Rosen provides advice regarding what to include in a successful sales call. In that post he writes: "When creating a script or training your sales representatives to communicate with prospects, especially over the phone, building in opportunities to share their passion and energy is key."
- 39. Credit Repair Cloud and Rosen also provide Users with template sales scripts to use during telemarketing calls and give advice on how to approach and handle sales calls. They distribute such scripts, including one entitled, "The Perfect Sales Script

for Credit Repair Leads," in Credit Repair Cloud training courses, including the Master Class course taught by Rosen.

Credit Repair Cloud and Rosen Have

Encouraged and Facilitate CRC Users' Charging of Advance Fees

- 40. Credit Repair Cloud and Rosen have encouraged CRC Users to charge consumers at enrollment, with monthly fees thereafter.
- 41. Credit Repair Cloud advises Users to charge an initial fee after doing "some initial document processing," followed by monthly recurring fees. In the FAQ page on its website, in response to the question, "Can I charge upfront fees for Credit Repair," Credit Repair Cloud states:

This is how all successful credit repair companies get paid: ...they import a report and send off a round of letters (about 10 mins of work) and then they charge a '1st work fee.' Then every month they send off another round of letters or click to update status of items that were removed (about 5 minutes of work) and they charge a monthly fee. This is why the monthly recurring model [of charging] works so well for credit repair.

- 42. Credit Repair Cloud's materials guide Users to charge initial fees followed by monthly recurring fees. For example, the template contracts provided by Credit Repair Cloud are prepopulated with blanks for Users to fill in amounts for the "first work" fee and the monthly fee.
- 43. And the Software integrates a billing platform that allows Users to charge an enrollment or first-work fee, as well as monthly recurring fees. Rosen encourages Users to sign up for this billing platform, which he says will "pay[] for itself in the extra revenue it collects for you."
- 44. Neither Credit Repair Cloud nor Rosen instruct or encourage Users to wait to charge fees until after they have provided the consumer a consumer report, issued more than six months after the promised results have been achieved.

- Credit Repair Cloud further encourages the charging of advance fees by 45. holding out as models certain Users who employ a business model that violates the TSR.
- 46. In many of Credit Repair Cloud's social-media postings and on its website, it advertises a Millionaire's Club, showcasing Users who have obtained \$1 million in revenue and suggesting, though its advertisements, that new Users can also achieve the same success.
- For instance, Credit Repair Cloud advertises that Users can "build [their] 47. dream business" and "learn how to become a credit repair millionaire from industry leaders through a built-in membership community and a simple business management platform."
- Credit Repair Cloud highlights the business practices, business models, and 48. websites of some of the Users who are members of the Millionaires Club, and such Users also discuss their business model and success at in-person gatherings. At least some of the Users who are showcased as Millionaires telemarket and charge advance fees in violation of the TSR.
- 49. Rosen himself encourages Users to charge consumers enrollment fees and monthly recurring fees, including through his blog posts available on the Credit Repair Cloud website, his book, and his podcast.
- For instance, in his book, Rosen writes: "People charge in different ways: 50. flat fee, pay per deletion, etc. But of all the methods we see, charging a one-time 'first work' fee followed one month later by affordable, recurring monthly payments is always the ticket to high revenue. Since each client takes less than 5 minutes of processing per month (after setup), a small reasonable monthly fee is appropriate."

Credit Repair Cloud's and Rosen's Knowledge of CRC Users' Violations of the TSR

- 51. Credit Repair Cloud and Rosen have known or have consciously avoided knowing that its Users were telemarketing and charging advance fees in violation of the TSR.
- 52. Through, among other things, social-media interaction, in-person networking gatherings, interviews of Users, access to information regarding Users' fee structure, and review of Users' business models, including but not limited to those of the Millionaire's Club members, Credit Repair Cloud and Rosen have been aware that Users were actually engaging in those practices.
- 53. Credit Repair Cloud employees have been aware that Users conduct telephone sales calls with consumers in more than one state. For example, on his podcast, Rosen discussed the telemarketing tactics of a particular CRC User, which included the fact that such User was making or receiving telephone calls to sell his credit-repair services to consumers. And through their administrative access on the back-end of the Software, Rosen and Credit Repair Cloud employees who provide User support are able to see the Software from the User's perspective, including information showing that Users' customers reside in more than one state.
- 54. Credit Repair Cloud and Rosen have known or consciously avoided knowing that CRC Users charge advance fees. Through the back-end of the Software, Credit Repair Cloud employees, including Rosen, can view Users' fee structures, which are outlined in the Software for anyone enrolled in the integrated subscription billing service, as well as in Users' individual customer contracts. Credit Repair Cloud employees, including Rosen, in fact reviewed CRC Users' revenue to identify members of the Millionaire's Club.
- 55. Through the Master Class and in training materials, Credit Repair Cloud and Rosen have helped Users build their websites and provided template content for those

websites. These websites routinely include information regarding fee structure such as monthly fees and enrollment fees.

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VIOLATIONS OF THE TSR

- 56. The Bureau is authorized to enforce the Telemarketing Act and the TSR with respect to the offering or provision of a consumer-financial product or service subject to the CFPA. 15 U.S.C. § 6105(d). A consumer-financial product or service is defined by the CFPA to include, among other things, "providing financial advisory services ... including ... credit counseling" and "collecting, analyzing, maintaining, or providing consumer report information, including information relating to the credit history of consumers." 12 U.S.C. § 5481(15)(A)(viii), (ix).
- 57. The TSR defines a "seller" as "any person who, in connection with a telemarketing transaction, provides, offers to provide, or arranges for others to provide goods or services to the customer in exchange for consideration." 16 C.F.R. § 310.2(dd).
- The TSR defines a "telemarketer" as "any person who, in connection with 58. telemarketing, initiates or receives telephone calls to or from a customer..." 16 C.F.R. § 310.2(ff).
- 59. The TSR defines "telemarketing" in relevant part as "a plan, program, or campaign which is conducted to induce the purchase of goods or services ... by use of one or more telephones and which involves more than one interstate telephone call." 16 C.F.R. § 310.2(gg).
- Many CRC Users are engaged in "telemarketing" because they engaged in a 60. plan, program, or campaign through which they made telephone calls to, or received telephone calls from, consumers in more than one state to induce those consumers to purchase credit-repair services. 16 C.F.R. § 310.2(gg).
- Many CRC Users are "sellers" under the TSR because, in connection with 61. telemarketing transactions, they are persons who provide, offer to provide, or arrange for

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others to provide goods or services to consumers in exchange for consideration. 16 C.F.R. § 310.2(dd).

- Many CRC Users are "telemarketers" under the TSR because they are persons who, in connection with telemarketing, initiate or receive telephone calls to or from consumers residing in more than one state. 16 C.F.R. § 310.2(ff), (gg).
- 63. It is an abusive telemarketing act or practice and a violation of the TSR for any seller or telemarketer to request or receive payment of any fee or consideration for goods or services represented to remove derogatory information from, or improve, a person's credit history, credit record, or credit rating, until:
 - a. the timeframe in which the seller has represented that all of the goods or services will be provided to that person has expired; and
 - b. the seller has provided the person with documentation in the form of a consumer report from a consumer reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved.
- 16 C.F.R. § 310.4(a)(2).
- CRC Users have made representations to consumers that their credit-repair services would remove derogatory information from, or improve, the consumers' credit histories, credit record, or credit rating.
- CRC Users have routinely requested and received payment of a fee or 65. consideration for their credit-repair services before:
 - a. the timeframe in which they represented that all of the goods or services would be provided to consumers has expired; and
 - b. they provided consumers with documentation in the form of a consumer report from a consumer reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved.

Count I

Violations of the TSR by Credit Repair Cloud and Rosen

- 66. The Bureau re-alleges and incorporates by reference paragraphs 1–65.
- 67. The TSR prohibits any person from providing substantial assistance or support to any seller or telemarketer when that person knows or consciously avoids knowing that the seller or telemarketer is engaged in any act or practice that constitutes deceptive or abusive conduct under the TSR. 16 C.F.R. § 310.3(b).
 - 68. Credit Repair Cloud is a person under the TSR. 16 C.F.R. § 310.2(y).
- 69. Credit Repair Cloud has provided substantial assistance or support to CRC Users by, among other things, providing CRC Users with telemarketing scripts; template marketing materials; training on credit repair; advice on how and when to collect fees; and the Software, which automatically flags negative items on consumers' credit reports, generates pre-populated dispute letters, integrates with other companies' subscription-billing systems to facilitate the collection of advance fees, and includes a CRM system.
- 70. Credit Repair Cloud has known or consciously avoided knowing that CRC Users were engaged in telemarketing and were requesting and receiving fees from consumers for credit-repair services before providing consumers with documentation in the form of a consumer report from a consumer-reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved, in violation of the TSR. 16 C.F.R. § 310.4(a)(2).
- 71. Rosen has participated directly in Credit Repair Cloud's provision of substantial assistance or support to CRC Users.
- 72. Rosen, as the owner and CEO of Credit Repair Cloud, has had the authority to control, and he has controlled, Credit Repair Cloud's provision of substantial assistance or support to CRC Users.

73. Rosen has known or has been recklessly indifferent to the fact that Credit Repair Cloud has been providing substantial assistance or support to CRC Users in violation of the TSR.

74. Therefore, Credit Repair Cloud and Rosen have violated the TSR's ban on assisting and facilitating others' violations of that rule. 16 C.F.R. § 310.3(b).

Count II

Violations of the TSR by Rosen

- 75. The Bureau re-alleges and incorporates by reference paragraphs 1–65.
- 76. The TSR prohibits any person from providing substantial assistance or support to any seller or telemarketer when that person knows or consciously avoids knowing that the seller or telemarketer is engaged in any act or practice that constitutes deceptive or abusive conduct under the TSR. 16 C.F.R. § 310.3(b).
 - 77. Rosen is a person under the TSR. 16 C.F.R. § 310.2(y).
- 78. Rosen has provided substantial assistance or support to CRC Users by, among other things, conducting training on how to use the Software, how to convert prospective customers to paying customers, and how much to charge customers; emailing CRC Users with tips on how to remove items from consumers' credit reports; and providing CRC Users with telemarketing scripts and advice on how and when to collect fees.
- 79. Rosen has known or consciously avoided knowing that CRC Users were engaged in telemarketing and were requesting and receiving fees from consumers for credit-repair services before providing consumers with documentation in the form of a consumer report from a consumer reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved violates the TSR. 16 C.F.R. § 310.4(a)(2).
- 80. Therefore, Rosen has violated the TSR's ban on assisting and facilitating others' violations of that rule. 16 C.F.R. § 310.3(b).

VIOLATIONS OF THE CFPA

Count III

Violations of the CFPA by Credit Repair Cloud and Rosen

- 81. The Bureau re-alleges and incorporates by reference paragraphs 1–65.
- 82. Section 1036(a)(1)(A) of the CFPA provides that it is "unlawful for any covered person or service provider to offer or provide to a consumer a financial product or service not in conformity with Federal consumer financial law, or otherwise commit any act or omission in violation of a Federal consumer financial law." 12 U.S.C. § 5536(a)(1)(A).
- 83. Under the CFPA, the term "service provider" means "any person that provides a material service to a covered person in connection with the offering or provision by such covered person of a consumer financial product or service." 12 U.S.C. § 5481(26).
- 84. CRC Users are "covered persons" under 12 U.S.C. § 5481(6)(A) because they offer or provide a consumer-financial product or service for use by consumers primarily for personal, family, or household purposes. The services offered or provided by CRC Users consist of financial-advisory services, including credit counseling, and "collecting, analyzing, maintaining, or providing consumer report information or other account information, including information relating to the credit history of consumers" 12 U.S.C. § 5481(15)(A)(viii), (ix).
- 85. Credit Repair Cloud and Rosen are "service providers" under 12 U.S.C. § 5481(26) because they participate in designing, operating, or maintaining CRC Users' provision of credit-repair services, and they therefore provide a material service to CRC Users.
- 86. The TSR is a federal consumer-financial law, as defined by the CFPA. 12 U.S.C § 5481(14); 15 U.S.C § 6105(d).

87. Therefore, Credit Repair Cloud's and Rosen's violations of the TSR, described in Counts I and II, constitute violations of section 1036(a)(1)(A) of the CFPA. 12 U.S.C. § 5536(a)(1)(A).

COMPLAINT

1 **DEMAND FOR RELIEF** WHEREFORE, the Bureau requests, under 12 U.S.C. § 5565, that the Court: 2 3 impose appropriate injunctive relief against Credit Repair Cloud and Rosen for their violations of the TSR and the CFPA; 4 5 grant additional injunctive relief as the Court may deem to be just and b. 6 proper; 7 award monetary relief against Defendants, including but not limited to the c. refund of monies paid, restitution, disgorgement or compensation for unjust enrichment, 8 9 and payment of damages; award the Bureau civil money penalties; 10 award the Bureau the costs of bringing this action; and 11 e. f 12 award such other and additional relief as the Court may determine to be just 13 and proper. 14 15 16 Dated: September 20, 2021 Respectfully submitted, 17 18 /s/ Leanne E. Hartmann Leanne E. Hartmann 19 Amanda J. Krause (*pro hac vice* pending) 20 Joyce Chen (pro hac vice pending) Jeffrey Blumberg (pro hac vice pending) 21 Enforcement Attorneys 22 Consumer Financial Protection Bureau 1700 G St., NW 23 Washington, DC 20552 24 Attorneys for Plaintiff Consumer Financial Protection Bureau 25 26 27 28