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Los Angeles Superior Court**

MAY 18 2010

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15  
16 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

17 **COUNTY OF LOS ANGELES**

**BC 437981**

18 PEOPLE OF THE STATE OF  
19 CALIFORNIA,

20 Plaintiff,

21 v.

22 RENA WARE INTERNATIONAL, INC.,  
a Washington corporation,

23 Defendant.  
24  
25  
26  
27

Case No.

**COMPLAINT FOR INJUNCTION,  
CIVIL PENALTIES, AND OTHER  
RELIEF FOR VIOLATIONS OF  
BUSINESS AND PROFESSIONS CODE  
SECTIONS 17200 AND 17500 (UNFAIR  
COMPETITION AND FALSE  
ADVERTISING LAWS)**

**[EXEMPT FROM FILING FEES  
PURSUANT TO GOVERNMENT CODE  
SECTION 6103]**

1 Plaintiff, the People of the State of California, alleges on information and belief as follows:

2 **INTRODUCTION**

3 1. Defendant Rena Ware International, Inc. (Rena Ware) markets high-priced cookware  
4 mostly to Latino consumers at high prices and offers financing at high interest rates. Rena Ware  
5 obtains consumers' contact information by deception, claiming that it will contact consumers to  
6 offer health and nutrition information or to conduct a survey. Rena Ware then generally makes  
7 sales presentations in consumers' homes using high-pressure sales tactics. During these  
8 presentations, Rena Ware falsely claims that competitors' cookware poses serious risks to  
9 consumers' health, but that Rena Ware cookware is safe to use, promotes good health and can  
10 even cure disease. Rena Ware also falsely claims that the merchandise is on sale for a very  
11 limited time, and fails to disclose or misleads consumers about critical information like the  
12 consumers' right to cancel the contract within three days as guaranteed by California's consumer  
13 protection laws.

14 2. Rena Ware also engages in unlawful and unfair debt collection practices, including  
15 sending collection letters to consumers on an attorney's letterhead that purports to bear the  
16 attorney's signature. In fact, Rena Ware itself sends the letters to consumers; the attorney has not  
17 signed the letters or even reviewed the consumers' files to determine whether the debts are owed.  
18 Rena Ware also makes false or misleading statements that it will take legal action against  
19 consumers when, in fact, Rena Ware has no intention of taking such action. Instead, the false  
20 threats merely serve to intimidate consumers.

21 **VENUE**

22 3. Venue in this court is proper pursuant to Code of Civil Procedure section 393 because  
23 the alleged violations have been and are now being committed within and from the County of Los  
24 Angeles and throughout California.

25 **DEFENDANT**

26 4. Rena Ware is a Washington corporation with its principal place of businesses in  
27 Redmond, Washington. Rena Ware is, and at all relevant times was, engaged in the business of  
28 the direct sales to the public of housewares, including cookware, kitchen utensils, cutlery, water

1 filters and air purifiers, and providing financing to its customers for the purchase of Rena Ware  
2 products.

3 **FIRST CAUSE OF ACTION**

4 **VIOLATIONS OF BUSINESS AND PROFESSIONS CODE**

5 **SECTION 17500 ET SEQ.**

6 **(FALSE OR MISLEADING STATEMENTS)**

7 5. The People reallege and incorporate by reference each of the paragraphs above as  
8 though fully set forth herein.

9 6. Rena Ware has violated, and continues to violate, Business and Professions Code  
10 section 17500 et seq. by making or disseminating, or causing to be made or disseminated, false or  
11 misleading statements with the intent to induce members of the public to purchase Rena Ware's  
12 products when Rena Ware knew, or by the exercise of reasonable care should have known, that  
13 the statements were false or misleading. The false or misleading statements include, but are not  
14 limited to, the following:

15 a. To induce members of the public to view a sales presentation for Rena Ware  
16 products, to host a sales presentation, or to provide referrals to other potential customers,  
17 Rena Ware conceals its true purpose and instead:

18 i. Rena Ware makes false or misleading statements that Rena Ware is a  
19 multi-national health and nutrition company that is offering health and nutrition  
20 information.

21 ii. Rena Ware makes false or misleading statements that it is offering to  
22 service consumers' household products.

23 iii. Rena Ware makes false or misleading statements that it is soliciting  
24 opinions about Rena Ware and/or its products.

25 iv. Rena Ware solicits consumers' contact information by offering  
26 consumers the opportunity to enter a raffle for a valuable prize, and makes false or  
27 misleading statements that the consumer will be contacted to receive health and  
28 nutrition information.



1 Business and Professions Code. Rena Ware's acts or practices include, but are not limited to, the  
2 following:

3 a. Rena Ware has violated Business and Professions Code section 17500 et seq.,  
4 as alleged above in the First Cause of Action.

5 b. Rena Ware has solicited a sale or order for sale of goods or services at the  
6 residence of prospective buyers, in person or by means of telephone, without clearly,  
7 affirmatively and expressly revealing, at the time of the initial contact with the prospective  
8 buyers, and before making any other statement, with the exception of a greeting, that the  
9 purpose of the contact was to effect a sale, in violation of Business and Professions Code  
10 section 17500.3(a).

11 c. Rena Ware has solicited a sale or order for sale at the residence of prospective  
12 buyers, in person or by telephone, using a plan or scheme which misrepresents that the true  
13 purpose or mission of the contact is to make a sale or order for the sale of goods, in  
14 violation of Business and Professions Code section 17500.3(b).

15 d. Rena Ware enters into contracts with consumers for the purchase of Rena  
16 Ware products at locations other than Rena Ware's appropriate trade premises, such as in  
17 consumers' homes. Rena Ware, however, does not comply with the law governing home  
18 solicitation contracts as set forth in Civil Code section 1689.7.

19 e. Rena Ware has violated Business and Professions Code section 17577.2 by  
20 making false or misleading statements and by performing precipitation tests on consumers'  
21 tap water to suggest that there are health benefits to using Rena Ware's water filters and  
22 health risks to drinking untreated tap water.

23 f. Rena Ware has made false or misleading statements of fact concerning reasons  
24 for, existence of, or amounts of price reductions in violation of Civil Code section  
25 1770(a)(13), such as by stating or implying that an offered price is for "today only" or for a  
26 limited time.

27 g. Rena Ware has sent collection letters to California consumers on an attorney's  
28 letterhead and appearing to bear an attorney's signature. In fact, the attorney has merely

1 authorized Rena Ware to use his letterhead and to sign his name. The attorney has not  
2 reviewed the consumers' files to determine whether the accounts are in fact delinquent, in  
3 violation of Civil Code section 1788.13(b) and 15 USC section 1692e(3), as incorporated  
4 into the California Rosenthal Fair Debt Collection Practices Act by Civil Code section  
5 1788.17.

6 h. Rena Ware has improperly used the threat of legal action against consumers  
7 who have not made timely payments when, in fact, no legal action is intended to be taken, in  
8 violation of Civil Code section 1788.13(j) and 15 USC section 1692e(5), as incorporated  
9 into the California Rosenthal Fair Debt Collection Practices Act by Civil Code section  
10 1788.17.

11 **PRAYER FOR RELIEF**

12 WHEREFORE, Plaintiff prays for judgment as follows:

13 1. Pursuant to Business and Professions Code sections 17535, that Rena Ware, its  
14 successors, agents, representatives, employees, and all persons who act in concert with Rena  
15 Ware, be permanently enjoined from making any false or misleading statements in violation of  
16 Business and Professions Code section 17500.

17 2. Pursuant to Business and Professions Code section 17203, that Rena Ware, its  
18 successors, agents, representatives, employees, and all persons who act in concert with Rena  
19 Ware, be permanently enjoined from committing any acts of unfair competition in violation of  
20 Business and Professions Code section 17200.

21 3. Pursuant to Business and Professions Code section 17536, that the Court assess a civil  
22 penalty of \$2,500 for each violation of Business and Professions Code section 17500, as proved at  
23 trial.

24 4. Pursuant to Business and Professions Code section 17206, that the Court assess a civil  
25 penalty of \$2,500 for each violation of Business and Professions Code section 17200, as proved at  
26 trial.

1           5. That Rena Ware be ordered to make restitution of any money or other property that  
2 may have been acquired by its violations of Business and Professions Code section 17200 as  
3 alleged in the Complaint.

4           6. That Rena Ware be ordered to make restitution of any money or other property that  
5 may have been acquired by their violations of Business and Professions Code section 17500 as  
6 alleged in the Complaint.

7           7. That Plaintiff recover its costs of suit.

8           8. Such other and further relief that the Court deems just and proper.

9 Dated: May 12, 2010

Respectfully Submitted,

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