

IN THE CIRCUIT COURT OF THE NINTH JUDICIAL CIRCUIT
IN AND FOR PINELLAS COUNTY, FLORIDA
CIVIL DIVISION

Larry Joe Davis, Jr., an individual,
Plaintiff

v.

Case No: 10-12785-CI-11

Avvo, Inc., a Washington corporation,
d/b/a Avvo.com, Defendant

AMENDED COMPLAINT

Plaintiff files this Amended Complaint against Defendant and states:

1. This is an action for compensatory, exemplary and punitive damages in excess of \$15,000 excluding costs and attorney's fees.
2. Count I is based on common law invasion of privacy; specifically, Defendant's portrayal of Plaintiff in a false light.
3. Count II is based on Defendant's violation of Section 817.41, Florida Statutes (false advertising).
4. Count III is based on Defendant's violation of Section 540.08, Florida Statutes (unauthorized use of likeness for commercial purpose).
5. Count IV is based on Defendant's violations of Section 501.204, Florida Statutes (the "Florida Deceptive and Unfair Trade Practices Act").
6. This Court has jurisdiction over the parties and venue is proper in Pinellas County, Florida. All conditions precedent to this action have been met or otherwise are discharged.
7. Plaintiff is an individual and is licensed as an attorney in good standing by the Florida Bar since 1992. Plaintiff was Board Certified in Health Law by the Florida Bar in 1999 and he was recertified in Health Law by the Florida Bar in 2004 and in 2009. According to the Florida

Bar's public web site, floridabar.org, Board Certification "is the highest level of evaluation by The Florida Bar of competency and experience within an area of law, and professionalism and ethics in practice. More than 4,300 Florida lawyers are recognized as specialists in one or more of 24 certification areas." The Florida Bar publishes online a document entitled "Board Certification for Lawyers: What Does It Mean?" A true and correct copy of that document is attached as Exhibit A to the Complaint. The document states in part: "Not all qualified lawyers are certified, but those who are board certified have taken the extra steps to have their competence and experience recognized." The Florida Bar publication also states: "Established in 1982 by the Florida Supreme Court, board certification helps consumers identify specialists in various areas of law."

8. Defendant is a Washington corporation doing business in Florida and particularly St. Petersburg, Florida, listing purportedly objective profiles of St. Petersburg, Florida lawyers on its website (that is, if the person performing the search has an IP address located in St. Petersburg, the Avvo.com search engine automatically searches only St. Petersburg lawyers). Avvo, Inc. conducts its business under the trade name Avvo.com.

9. Defendant purports to list over 90% of lawyers in the United States.

10. Avvo.com listed Plaintiff with an objectively incorrect "practice area," "100% Employment/Labor" law. Avvo.com listed other non-Avvo-member Board Certified Aviation lawyers, Board Certified Construction lawyers, Board Certified Civil Trial lawyers, Board Certified Appellate Practice lawyers, Board Certified State and Federal Government and Administrative Practice lawyers and Board Certified Health lawyers, with an objectively incorrect "practice area." Board Certification, by definition, defines a lawyer's practice area. Hence, Defendant's errors in listing the "practice area" of Board Certified lawyers are objective falsehoods.

11. In addition to publishing erroneous "practice areas" for Board Certified lawyers, Defendant routinely publishes other factual errors including wrong addresses (as in Plaintiff's case), multiple listings of the same attorney, misstatements regarding licensure, and other material misstatements of fact regarding attorneys.

12. Over 65% of non-Avvo-member Board Certified Aviation lawyers are listed falsely by Defendants as practicing "100% Employment/Labor" law.

13. Over 55% of non-Avvo-member Board Certified Construction lawyers are listed falsely by Defendants as practicing "100% Employment/Labor" law.

14. Over 55% of non-Avvo-member Board Certified Health lawyers are listed falsely by Defendants as practicing "100% Employment/Labor" law.

15. Over 65% of non-Avvo-member Board Certified Civil Trial lawyers are listed falsely by Defendants as practicing "100% Civil Rights" law.

16. Over 55% of non-Avvo-member Board Certified Appellate Practice lawyers are listed falsely by Defendants as practicing "100% General Practice" law.

17. Over 65% of non-Avvo-member Board Certified State and Federal Government and Administrative Practice lawyers are listed falsely by Defendants as practicing "100% Privacy" law.

18. The number of Board Certified lawyers affected by Avvo.com's false statements regarding their "practice areas" exceeds 700 Board Certified lawyers. The number of all Florida lawyers affected by Avvo.com's false statements regarding their professional practices, on information and belief, is in the thousands.

19. On Defendant's listing pages of over 10% of these mislisted Board Certified lawyers, Defendant apparently has published an unauthorized photo of the lawyer in violation of Florida law, as was the case with Plaintiff's erroneous listing. Plaintiff estimates that Defendant has

illegally published the likenesses, for commercial purposes, of more than 50 mislisted Board Certified lawyers in Florida.

20. Avvo.com publishes these listings and likenesses without the attorneys' knowledge, input or approval. Avvo.com advertises that its listings are based on public information from the Florida Bar. In the case of Plaintiff and the other mislisted Board Certified attorneys, Defendant's advertised statement regarding the source of its listing information is false and misleading to the public. On information and belief, Defendant generated the aforementioned false listings automatically via a computer program, without regard to the public information available. Defendant's choice of "practice area" for the aforementioned lawyers was performed recklessly because the program used by Defendant was never "debugged." Apparently no human at Avvo.com ever did a quality check of the program's output from over 18 months ago.

21. In addition to listing factually incorrect and misleading information, Avvo.com provides a subjective one-to-ten "rating" of Plaintiff and many other lawyers that is easily manipulated upwards by Plaintiff's participation with the Avvo.com website, and is as easily manipulated downwards by Plaintiff's removal of information from his Avvo.com listing.

22. This action in no way is based on the subjective opinions of Avvo, Inc. with respect to its rating system, or regarding any score, per se, but is instead based on: 1) the automatic scoring penalty that lawyers such as Plaintiff pay by not participating with Avvo.com; 2) the inability to delist from Avvo.com without penalty; 3) the fact that Defendant benefits financially from mislistings because they cause lawyers to enter its site and participate in order to correct clear errors; and 4) the inability of lawyers who have delisted to notify viewers that they have delisted and therefore have suffered an automated ratings reduction.

23. The public information Avvo.com relies upon according to a representative of Avvo.com is the state bar's information, in this case, the Florida Bar. The Florida Bar website,

floridabar.org, lists Plaintiff's basic information on one screen, and a "screen shot" of Plaintiff's public information is attached as Exhibit B to the Complaint. Avvo.com misrepresented and erroneously listed the public information available on the Florida Bar's website regarding the Plaintiff, and omitted material information regarding Plaintiff's qualifications, also available on the Florida Bar website. See Exhibit B to the Complaint. The misrepresentations include an erroneous business address (despite that Avvo.com asserts it provides the business address "of record" with the Florida Bar).

24. Avvo.com upon being notified by Plaintiff of its misrepresentation of Plaintiff's public information, material misrepresentation of Plaintiff's practice area, as well as material omission of the fact that Plaintiff is Board Certified in Health Law by the Florida Bar, was met with a response calling for Plaintiff to join the Avvo.com listing service and to correct the information in order to improve his rating. Plaintiff, however, was not concerned with improving his rating but with correcting the blatant mistakes and omissions on his Avvo.com profile.

25. On or around August 17, 2010, Plaintiff was first made aware of his Avvo.com listing. A potential client had cold-called Plaintiff looking for an employment lawyer who could handle a "hostile work environment" case. Plaintiff, mysteriously to Plaintiff at the time, had received numerous calls over the past year from prospective clients with hostile work environment cases. The calls consisted of injured plaintiffs who had contingency-type Title VII cases which Plaintiff does not take as a health lawyer and which typically are pursued by firms such as Morgan & Morgan. None of the callers including the caller on August 19, 2010 were physicians or health-care providers, i.e. Plaintiff's client base.

26. After the August 17 call was nearing an end and after Plaintiff gave basic advice to the caller for free and determined that he was not the right lawyer for the case in any event,

Plaintiff inquired of the caller as to how she found his name. She responded that she had found the name on Avvo.com and that Plaintiff was listed (in a pie-chart at the very top of the screen) as "100% employment law." This representation was blatantly false and misleading and was not based on the public information available regarding Plaintiff attached as Exhibit B to the Complaint or available anywhere.

27. Furthermore, the August 17 caller informed Plaintiff that she called Plaintiff because he was the lowest ranked employment lawyer and she had tried many of the other lawyers but they had not answered her call immediately. She had thought that Plaintiff, being a poorly ranked lawyer, might answer her call (i.e. she assumed that Plaintiff would be desperate for employment law clients). Luckily for Plaintiff, Plaintiff did take the call and found out about Avvo.com's material misrepresentations and omissions for the first time. Plaintiff also discovered that Avvo.com had somehow posted on its website an unauthorized likeness of Plaintiff, from davishealthlaw.com, and such posting was obviously for Avvo.com's commercial gain (on the same page as the picture/listing and rating of Plaintiff were paid/sponsored advertisements for other apparently competing lawyers).

28. Plaintiff informed the August 17 caller that not only was he NOT a low-ranking lawyer, but he was Board Certified in Health Law by the Florida Bar, a certification that has been achieved by approximately 120 lawyers out of approximately 75,000 licensed Florida attorneys (about 1/8 of 1% of licensed Florida attorneys). Plaintiff explained that his normal client base is either a health facility or licensed healthcare provider, that he has a boutique practice that is highly specialized and that he is capable of doing work of the highest complexity in the healthcare law field. The caller responded: "I knew it. I knew it," and acknowledged that the information posted in front of her on the Avvo.com website was "not right." Plaintiff is

versed in employer-side human resources compliance, as noted on his own web site, and is capable of consulting on “hostile work environment” claims and compliance.

29. Plaintiff spent a number of minutes convincing this one person that he was not at all what Avvo.com had represented.

30. Immediately following this phone conversation, Plaintiff visited the Avvo.com site and proceeded in somewhat of a panic to enter the site, designate a password, log on to his profile page and attempt to correct the misinformation, which included an incorrect business address and blatantly incorrect practice area. Unbeknownst to Plaintiff, by logging on to Avvo.com to correct clear errors, Avvo.com would assert a lifetime contract with Plaintiff. Such a contract is void as illegal and as an adhesion contract, or perhaps one that was entered under duress. Defendant's attempts to enter into lifetime contracts with mislisted and aggrieved lawyers who attempt to correct their mislistings is an actionable trade practice.

31. Immediately after participating in the Avvo.com site, Plaintiff's rating jumped from a 4.3, out of 10, to a 5, out of 10.

32. After approximately two more days of back-and-forth with Avvo.com, as described below, Plaintiff has since attempted to delist himself from Avvo.com entirely. After Plaintiff took off the information he had at first added and left blanks, Plaintiff's rating on Avvo.com automatically became a "3.7 Caution" (in red letters) out of 10. Plaintiff's Avvo.com rating of first, 4.3, then 5.0 after logging on, then 3.7 after delisting, over a four day period is simply inexplicable, except as follows: Avvo.com has a routine business practice of publishing false and misleading information regarding attorneys, and by doing so attempts to coerce their participation in exchange for improving (making accurate) their Avvo.com listing and rating. Simply signing in to Avvo.com improves the rating. Soliciting peers to sign in with references

improves the rating further. If and when a lawyer fails to participate affirmatively (and to get others to participate), Avvo.com punishes the lawyer with a much lower rating.

33. Consumers of the Avvo.com web site are never informed of Avvo.com's punitive, coercive and manipulative business practices as described in the above paragraph. Furthermore, consumers are not informed that an attorney's rating will automatically increase if he "cooperates" (joins) Avvo.com; and that the attorney's rating will automatically decrease if he does not succumb to the coercion.

34. At this time, Plaintiff is listed by his own choice with no practice area on Avvo.com. Besides Plaintiff's other grievances with Avvo.com, Plaintiff does not believe that Avvo.com's choices of practice area (main menu and pull-down menu) are accurate or useful for Plaintiff. As a result, Plaintiff is listed as a lawyer with a rating of 3.7 out of 10 with a red lettered "Caution" next to his name. Plaintiff's rating apparently was automatically reduced, as of August 24, 2010, after he attempted to delist from Avvo.com on August 23, 2010. Plaintiff's insert that he is Board Certified in Health Law remains, because he is not permitted to remove it now, but as of August 24 his "Industry Recognition" was lowered to a 1 star from a high of 1.5 stars--out of 5--on August 21, 2010. Such fluctuations obviously occurred based solely on Plaintiff's level of participation in Avvo.com's system and are not based at all on what is in the public record, particularly, the Florida Bar's records. Plaintiff's "industry recognition" did not change the week of August 19, 2010--his level of participation with Avvo.com did. Avvo.com fails to represent this reality on its web site.

35. Avvo.com's statements on its web site that it bases its ratings on the public record, while failing to mention the manipulative "lawyer-participation" factor, is an actionable trade practice in Florida.

36. Avvo.com does not inform consumers that its lawyer ratings rise or fall depending on the level to which lawyers cooperate, join, add or correct information on its web site.

37. Avvo.com does not inform consumers when lawyers actively object to being listed on the site.

38. Avvo.com does not inform consumers that objecting/non-participating lawyers are punished in its ratings system.

39. Finally, Avvo.com does not mention to consumers that its listings are published without notice to the listee and that they are published without an opportunity for the listee to correct the publication. Certainly, Avvo.com fails to report to consumers that mistakes, even in the basic public information published, are rampant on Avvo.com.

40. Avvo.com's manipulation of lawyers via the join-us-and-fix-it-or-else strategy is beyond unfair and approaches actionable blackmail and is an actionable trade practice.

41. Avvo.com's use of coercion and misinformation to force users to log on and then "trap" them into being members is an actionable trade practice.

42. As noted below, Plaintiff believes that his erroneous listing on Avvo.com persisted for approximately one year and six months; Plaintiff now suspects that the multiple mysterious hostile work environment cold calls were the result of Avvo.com's erroneous and incomplete listing regarding Plaintiff. Avvo.com continues this practice with respect to the other Board Certified lawyers mentioned above without amelioration.

43. Avvo.com's listing of client reviews is potentially contrary to Florida Bar ethical rules, if such listing are considered advertisements. As such, Avvo.com's listing of client reviews at all, and Avvo.com's refusal to allow lawyers to remove client listings, is against the public policy of the State of Florida and should be enjoined as an actionable trade practice.

44. When Plaintiff at first corrected his "practice area," Plaintiff unknowingly caused advertisements for his competition to appear next to his listing. Such an advertising practice helped Plaintiff determine not to participate at all on Avvo.com, and as a result of removing his "practice areas" (in order to avoid promoting competition), Plaintiff was penalized automatically in his Avvo.com rating. Again, presenting consumers with such a choice is an actionable trade practice in Florida.

45. Plaintiff submits that Avvo.com's publication of a purportedly complete profile of an attorney is in itself unfair if the attorney is required to join Avvo.com to edit the profile, complete the profile and correct the profile.

46. Plaintiff submits as Exhibit C attached to the Complaint a screen shot of another attorney listing site, Lawlink.com (URL <http://www.lawlink.com/attorney/939674> as of August, 2010). Plaintiff has not authorized a listing, and on the page listing for Plaintiff on Lawlink.com, it is made obvious that Larry Joe Davis does not participate in the site. Avvo.com gives Plaintiff no such disclaimer or right, nor does Avvo.com provide a place in which Plaintiff might write-in such a disclaimer.

47. Avvo.com presents lawyers, and particularly Florida Board Certified lawyers, all of them, with a number of Hobson's choices, and Florida statutory and common law and public policy do not allow that.

48. Avvo.com uses a sub-rating system (directly under the main rating) that analyzes "industry recognition." Plaintiff on August 17, 2010, received an automatically generated 1.5 stars out of 5 in the category of "industry recognition." Avvo.com's determination of "industry recognition" was made without regard to Board Certification, which on its face is a misrepresentation to consumers.

49. In order to "correct" the erroneous "industry recognition" rating of Plaintiff, Avvo.com invited Plaintiff to join its site, list Board Certification under the "AWARDS" category (even though it is not an award), and then to add speeches, papers and other items to Plaintiff's listing to correct the problem. Plaintiff's industry recognition did not go up after he inserted Board Certification in his AWARDS area. Avvo.com's system for rating lawyers obviously did not automatically consider Board Certification even after Plaintiff added it where he was told to do so. When Plaintiff delisted his practice area entirely, Avvo.com lowered his "industry recognition" to 1 star out of 5. Needless to say, during the few days this was going on, Plaintiff's actual industry recognition based on public information did not change--only his level of participation with Avvo.com changed. Avvo.com actively misrepresents to consumers the "industry recognition" of Board Certified lawyers such as Plaintiff, who in reality have undergone the "highest level of evaluation" and have "taken the extra steps to have their competence and experience recognized" by the Florida Bar itself. Board Certification is an objective form of "industry recognition" in the public information that Avvo.com represents to the public that it relies upon; such representations are false and misleading. Contrary to its public assertions, Avvo.com in fact disregards entirely the only standardized and purely objective form of industry recognition that exists in Florida while representing to the public quite the opposite.

50. Avvo.com apparently takes the position that it is incumbent on lawyers, particularly Board Certified lawyers, to spend their time performing Avvo.com's advertised function--that is, to accurately list the public record. If Plaintiff were to play this "game," his score would rise significantly and automatically, but not due to any objective factor.

51. Plaintiff submits that it is incumbent on Avvo.com to correct its mistakes and omissions, not consumers. At a minimum, Avvo.com's practices should be described in a visible

disclaimer on its web site and on each non-participating lawyer's profile. Without such a disclaimer immediately visible to the public, Avvo.com's whole operation constitutes an actionable trade practice.

52. Avvo.com never notified Plaintiff that it was listing him. On information and belief, the same is true for the purportedly 90% of U.S. attorneys that Avvo.com says publicly that it has listed. Avvo.com never gave Plaintiff the opportunity to edit the information prior to the automated listing; and continues to attempt to force Plaintiff to participate in Avvo.com, as stated above.

53. Plaintiff submits that Avvo.com has conducted itself to the point of recklessness, without regard to the prospects of actionable business disparagement and prohibited trade practice in Florida. Avvo.com did apologize for the misinformation, i.e. stating that Plaintiff was 100% employment law and listing his wrong address of record, but again failed to correct the misinformation on its own. To this day, Avvo.com has apparently refused to correct the material omission of Board Certified practice area/status from its web pages. The mislisted Florida Board Certified lawyers are probably unaware of the continuing business disparagement of their names and the unauthorized uses of many of their likenesses.

54. Nowhere does the Florida Bar or any other public information list Plaintiff as a 100% employment lawyer. The same is true, on information and belief, for the other Board Certified lawyers who are mislisted with clearly erroneous "practice area" information.

55. Avvo.com provides a link to Plaintiff's law firm web site, which is called davishealthlaw.com. Apparently because no actual human was reviewing what Avvo.com was doing, Defendant failed to look at the web site it linked in order to discover what Plaintiff actually does for a living.

56. Plaintiff suspects that Avvo.com's computer program was not designed properly, and in a rush to list and rate "90% of lawyers in the United States" allowed the program to run rampant making reckless mistakes, as was the case here and with the other Board Certified lawyers mentioned herein. Plaintiff submits that Avvo.com should recategorize Florida as a "Beta Directory" state, that is, Avvo.com should be ordered by this Court to "re-do" its listings for Florida. Without such an order, Avvo.com's activities will continue indefinitely absent intervention by the individuals being harmed.

57. According to the Avvo.com website, Plaintiff's incorrect and misleading Avvo.com information as of August 17, 2010 had not been updated since March of 2009, which in itself is a recipe for business disparagement and constitutes an unfair and reckless trade practice. On information and belief, Avvo.com publishes stale and outdated information on all Florida lawyers in a potential effort to coerce their participation on Avvo.com.

58. Avvo.com has stated in writing to Plaintiff that by entering its site to correct its misinformation, that Plaintiff on August 17, 2010 "claimed" his profile and therefore it cannot be delisted and that essentially Plaintiff agreed Avvo.com's one-sided terms of use. Besides the fact that Avvo.com lied to Plaintiff about its delisting policy (Avvo.com will not delist any attorney regardless of his or her signing into its site) Avvo.com is essentially arguing that it is allowed to blackmail Plaintiff and other attorneys into a lifetime contract. It is as if Plaintiff had entered a burning theater to save a patron, and the theater owner expected Plaintiff to pay admission and agree to the fine print on the back on the movie tickets. Such a practice is patently unfair and deceptive in addition to recklessly disparaging to hundreds of mislisted Board Certified lawyers.

59. Avvo.com for an undetermined amount of time, but perhaps as long as 18 months, misappropriated a likeness of Plaintiff from plaintiff's personal practice web site, davishealthlaw.com, in violation of Section 540.08, Florida Statutes. Plaintiff did not authorize

the use. Plaintiff has since removed the likeness. On information and belief, Avvo.com entered davishealthlaw.com and made a copy of the picture and posted the likeness on Avvo.com next to Plaintiff's unauthorized listing. Such a placement of Plaintiff's proprietary and copyrighted image, besides being illegal under Florida law, gave the false impression to any viewers of that page that Avvo.com's listing was somehow endorsed by Plaintiff. Avvo.com's practice of automatically publishing unauthorized images of attorneys is an actionable trade practice as well as a violation of Florida law and other laws.

60. Avvo.com's "Contact Us" page presents a form for an email and fails to disclose a phone number to call a live person (despite that Avvo.com publicly states that one can "just call" to correct listing mistakes). In Plaintiff's case, an email sent to Avvo.com regarding his mislisting went without human response from Avvo.com for two days. The only viable choice Avvo.com leaves to mislisted lawyers is to log-in and correct a mislisting immediately. Requiring lawyers on an epidemic scale to leave mislistings in place while waiting for Avvo.com to respond to an email is an actionable trade practice.

Count I: Invasion of Privacy; False Light

61. Plaintiff reincorporates paragraphs 1-60 as if fully set forth herein.

62. Avvo.com listed Defendant for approximately 1.5 years as having a "practice area" of "100% Employment/Labor" law and published his likeness without permission next to that listing.

63. Such listing was public, false, offensive and was made recklessly.

64. Plaintiff has been damaged by Defendant's actions.

WHEREFORE Plaintiff requests that the Court enter judgment for Plaintiff, including costs, and issue any other relief deemed appropriate, including awarding damages and other relief.

Count II: Violation of Section 817.41, Florida Statutes, False Advertising.

65. Plaintiff reincorporates paragraphs 1-64 as if fully set forth herein.

66. Defendant disseminated before the general public of Florida a misleading advertisement regarding Plaintiff. In addition to falsely stating Plaintiff's practice area and address of record with the Florida Bar, the advertisement contained an unauthorized image of Plaintiff and gave the false impression that Plaintiff had somehow endorsed Defendant's advertisement of Plaintiff. Such dissemination of misleading advertising is fraudulent and unlawful, and was designed to obtain money or property.

67. Plaintiff was damaged by Defendant's actions and asserts a civil action for violation of Section 817.41, Florida Statutes.

WHEREFORE Plaintiff requests that the Court enter judgment for Plaintiff, including costs, attorney's fees and punitive damages in addition to actual damages.

Count III: Violation of Section 540.08, Florida Statutes (unauthorized use of likeness for commercial purpose).

68. Plaintiff reincorporates paragraphs 1-67 as if fully set forth herein.

69. Defendant published, printed, displayed and publicly used for purposes of trade and commercial and advertising purposes the photograph and likeness of Plaintiff without the express written or oral consent to such use given by Plaintiff or any other person in writing authorized by Plaintiff to license the commercial use of Plaintiff's likeness. Such publication was made recklessly.

70. Plaintiff asserts a cause of action to enjoin such unauthorized publication, printing, display or other public use, and to recover damages for any loss or injury sustained by reason thereof, including an amount which would have been a reasonable royalty, and punitive or exemplary damages.

WHEREFORE Plaintiff requests that the Court enter judgment for Plaintiff, including costs, and

issue any other relief deemed appropriate, including entering an injunction against Defendant pursuant to Florida law, and awarding Plaintiff actual, punitive and exemplary damages pursuant to s.540.08, F.S.

Count IV: Violation of Section 501.204, Florida Statutes

71. Plaintiff reincorporates paragraphs 1-70 as if fully set forth herein.

72. Defendant has conducted its business in such a way as to constitute one or more unlawful practices pursuant to Section 501.204, Florida Statutes (Unlawful acts and practices), including unfair methods of competition, unconscionable acts or practices, and unfair or deceptive acts or practices in the conduct of a trade or commerce.

73. Defendant's actions have damaged Plaintiff individually, as well as many other lawyers in Florida, and Defendant's actions have misled consumers in Florida.

74. Plaintiff asserts a cause of action for the remedies described in Section 501.211, Florida Statutes.

WHEREFORE Plaintiff requests that the Court enter judgment for Plaintiff, including costs and attorney's fees, and issue any other relief deemed appropriate, including issuance of a declaratory judgment that Defendant's practices violate the law; issuance of an injunction against Defendant ordering it to cease violating the law; and awarding Plaintiff actual damages.

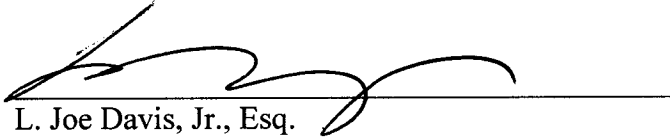
PLAINTIFF REQUESTS TRIAL BY JURY ON ALL COUNTS SO TRIABLE

Certificate of Service

The foregoing Amended Complaint was served by electronic facsimile transmission and

US Mail on September 14, 2010 on Josh King, Esq., Avvo, Inc., 1218 Third Avenue Suite 300
Seattle, WA 98101.

Respectfully Submitted Pro Se:

A handwritten signature in black ink, appearing to read "L. Joe Davis, Jr.", is written over a horizontal line. The signature is stylized with a large, sweeping flourish that extends to the right.

L. Joe Davis, Jr., Esq.
FBN: 0959730
SPN: 02930611
155 5th Avenue N
St. Petersburg, FL 33701
p: 813-728-3400
f: 813-200-1115
em: contracttrackerinc@yahoo.com