

**IN THE CHANCERY COURT OF THE FIRST JUDICIAL DISTRICT OF  
HINDS COUNTY, MISSISSIPPI**

JIM HOOD, ATTORNEY GENERAL OF THE  
STATE OF MISSISSIPPI, *ex rel.*  
THE STATE OF MISSISSIPPI

Plaintiff,

vs.

JPMORGAN CHASE & CO.,  
and CHASE BANK USA, N.A.

Defendants.

CIVIL NO. G2012-1085 T/I  
(Other Civil Action)

FIRST AMENDED COMPLAINT

**FILED**  
AUG 06 2012

EDDIE JEAN CARR, CHANCERY CLERK

BY \_\_\_\_\_ D.C.

**FIRST AMENDED COMPLAINT**

Plaintiff, the State of Mississippi, by Jim Hood, Attorney General (“the State”) brings this Complaint against the Defendants JPMorgan Chase & Co. and Chase Bank USA, N.A. (collectively “Defendants” or “Chase”) and alleges as follows:

**INTRODUCTION**

1. This action stems from the Defendants’ marketing, selling, and administering to Mississippi consumers fee-based products, which are ancillary to their credit cards.

2. Defendants market such ancillary products as protection for consumers against improper or unauthorized charges on their credit cards, identity theft, and lost or stolen credit cards and/or as providing benefits in the event of unemployment or disability. Each ancillary product is marketed only to the Defendants’ current card holders, and the products themselves are attached to the cardholders’ specific account at issue.

3. Upon information and belief, when consumers apply for and receive Defendants' credit cards, a process is triggered whereby a consumer can unknowingly and unintentionally sign up to receive ancillary products.

4. Additionally, Defendants often enroll consumers in these products even though the consumers did not assent to pay for them. This process is referred to as "slamming." Enrollment may be based on highly deceptive and misleading telemarketing calls, forged or non-existent mailers or online applications, or nothing at all. In each instance, unknowing consumers are hit with monthly fees without their meaningful consent or understanding that their credit card will be charged for these products. Defendants are in a position to do this because, unlike a typical marketer or seller, they are already the consumer's credit card company and already have their credit card number.

5. Further, for certain types of ancillary products, including but not limited to "Chase Payment Protector," "Account Protection Plan," "Chase Payment Advantage," "Account Security Plan," "Total Protection Plan," "Account Ease" and other monikers that all offer similar coverage (hereinafter collectively referred to as "Payment Protection Plans" or "Plans"), that purport to pay the consumer's required minimum monthly payment for a limited period of time under certain triggering circumstances, such as involuntary unemployment, illness, or changes in family status, thus preventing the account from becoming delinquent, Defendants make no effort to determine whether consumers are even eligible for the benefits at the time of sale. As a consequence, Defendants bill ineligible Mississippi citizens for this coverage, even though their status at the time of enrollment prevents them from receiving benefits under the terms of these Payment Protection Plans.

6. The Defendants commit unfair and deceptive business practices and violate statutory and common law by charging consumers for ancillary products, including Payment Protection Plans, who either did not want them or were not entitled to benefit from them, and by the unfair and deceptive manner in which Defendants offer and administer claims for benefits by consumers.

7. As a result of these unfair and deceptive practices, Defendants have amassed substantial sums of money with virtually no benefits to Mississippi citizens who are nevertheless charged for these products month in and month out.

8. The State of Mississippi, by and through Attorney General Jim Hood, as an administrator of the law, brings this action in its sovereign and quasi-sovereign capacity on behalf of the State to protect citizen consumers of Mississippi.

#### **PARTIES**

9. The State is a body politic created by the Constitution and laws of the State; as such it is not a citizen of any state. Jim Hood is the State's duly-elected and present Attorney General. The Attorney General brings this action on the State's behalf, pursuant to his authority granted, *inter alia*, by Miss. Const. art. 6, § 173 (1890); Miss. Code §§ 7-5-1, 75-24-1, *et seq.*; and in his capacity as the State's Chief Legal Officer pursuant to the positive statutory, common, and decisional law of the State, which vests in him the right to initiate, conduct, and maintain all suits necessary for the enforcement of the laws of the State, preservation of order, and protection of public rights.

10. Upon information and belief, Defendant JPMorgan Chase & Co. is a Delaware Corporation and under Delaware law it has the capacity to sue and be sued. Upon information

and belief, Defendant JPMorgan Chase & Co. is a publicly traded financial services company with a principal place of business in New York City, New York.

11. Upon information and belief, Defendant Chase Bank USA, N.A. operates a nationally chartered bank incorporated in Delaware with a principal place of business in New York City, New York.

12. At all times material herein, Defendants JPMorgan Chase & Co. and Chase Bank USA, N.A. have been doing business, and continue to do business, in the State of Mississippi.

#### **JURISDICTION**

13. Subject matter jurisdiction for the instant controversy is conferred upon the Chancery Court of Hinds County pursuant to Miss. Const. art. 6, § 159 (1890), and Miss. Code §§ 9-5-81 and 75-24-9. Defendants are subject to personal jurisdiction in Hinds County as they do business and perform work or service in this State and in Hinds County. Accordingly, Defendants by such acts are deemed to be doing business in Mississippi and are thereby subjected to the personal jurisdiction of the Chancery Court of Hinds County pursuant to Miss. Code § 13-3-57.

14. The instant Complaint does not confer diversity jurisdiction upon the federal courts pursuant to 28 U.S.C. § 1332. Likewise, federal question subject matter jurisdiction pursuant to 28 U.S.C. § 1331 is not invoked by the instant Complaint, as it sets forth herein exclusively state law claims against Defendants. Nowhere herein does the State plead, expressly or implicitly, any cause of action or request any remedy that arises under or is founded upon federal law, nor does it bring this action on behalf of a class or any group of persons that can be construed as a class. The State specifically disclaims any such claims that would support removal of this action to a United States District Court on the basis of diversity or jurisdictional mandates under the Class Action Fairness Act of 2005 (28 U.S.C. §§ 1332(d), 1453, 1711-1715).

If this Complaint is alleged to be a “mass action” pursuant to 28 U.S.C. § 1332, which the State denies, federal jurisdiction does not exist because the amount in controversy for any individual Mississippi consumer is less than \$75,000, exclusive of interests and costs. The issues presented in the allegations of the instant, well-pleaded Complaint do not implicate significant or substantial federal issues and do not turn on the necessary interpretation of federal law. The State expressly avers that the only causes of action claimed, and the only remedies sought herein, are founded upon the statutory, common, and decisional laws of the State of Mississippi. Further, the assertion of federal jurisdiction over the claims made herein would improperly disturb the congressionally approved balance of federal and state responsibilities. Accordingly, any attempt by Defendants to remove this case to federal court would be without a reasonable legal basis in fact or law.

#### VENUE

15. Venue is proper in the Chancery Court of Hinds County pursuant to Miss. Code § 75-24-9 and Miss. R. Civ. P. 82(b), as Defendants did, individually or in conjunction with others, supply, market, sell, promote, advertise and otherwise distribute Payment Protection Plans in Mississippi and, specifically, in Hinds County.

#### FACTUAL BACKGROUND

##### **I. Defendants’ Ancillary Products Are Marketed and Sold to Mississippi Consumers in an Unfair and Deceptive Manner**

##### **A. Defendants Market and Sell Ancillary Products to Cardholding Consumers Which Generate Substantial Revenue for Them.**

16. Defendants market and sell ancillary products to all of their credit card customers, but most aggressively market these products to vulnerable Mississippi consumers who fall into the subprime credit category, who have low credit limits because of impaired credit ratings, or who are looking to establish or re-establish their credit.

17. Defendants' ancillary products share common characteristics in that each are: (a) marketed as ways for consumers to protect themselves from fraud or unauthorized charges, or to increase their financial security, (b) considered an optional product that is not required to have a credit card account, (c) tethered to consumers' specific credit card accounts, and (d) billed directly to the account monthly, with no separate bill provided.

18. Defendants' ancillary products are in fact a dense maze of limitations, exclusions and restrictions, making it impossible for consumers to knowingly determine what these products cover and whether they provide a worthwhile financial benefit.

19. Examples of Defendants' ancillary products include:

(a) **Payment Protection** – this product allegedly safeguards subscribers' credit card accounts by canceling or temporarily suspending the required minimum monthly credit card payments due in certain highly restricted circumstances, or permanently canceling accounts in other circumstances.

(b) **Identity Theft Protection** – In exchange for a fixed-rate monthly fee, this product purports to monitor consumers' credit score for indicia of identity theft and will alert the enrollee if something suspicious happens to their credit score.

(c) **Extended Warranty** – This product, formerly referred to as "Purchase Security and Warranty Manager," may no longer be available to current cardholders. It provides extended warranty coverage for items as well as organizing pre-existing warranties for items.

20. Defendants have enrolled large numbers of Mississippi residents and charged them substantial sums of money for enrollment in these product plans.

21. Defendants have devised a scheme to increase the profits they receive from their ancillary products exponentially. By limiting the amount of credit given to Mississippi consumers, but issuing multiple cards to them, Defendants are able to impose separate monthly fees for these products on each of the consumers' cards. This scheme doubles, triples or more, the monthly fees charged without any analogous increased risk to Defendants.

**B. Defendants Sign Up Unsuspecting Cardholding Consumers for Ancillary Products Without Their Meaningful, Knowing Authorization or Consent**

22. Defendants often enroll consumers in these products based on highly deceptive and misleading telemarketing calls, charging some consumers without their meaningful consent or understanding that their credit card will be charged for these products. Defendants are in a unique position to do this because, unlike a typical seller or marketer, they are the consumer's credit card company and already have their credit card numbers. The State of Mississippi brings this consumer protection lawsuit against Defendants to address their unfair and deceptive business practices.

**1. The Way Ancillary Products Are Marketed is Unfair and Deceptive**

23. Defendants sell ancillary products to consumers through a number of different channels, including online and direct mail marketing, in which they may ask that consumers "check the box" to initiate the plan, and through telemarketing, where consumers may be asked to press a button on the telephone or verbally agree in order to approve initiation of the plan. The former channels require an affirmative action by the consumer to enroll, such as checking a box or initializing a monthly statement or other mailer or online form in a designated space to authorize enrollment. For a consumer that "checked the box" or initialized a document, confirming consumers' assent to be billed for an ancillary product is easily traceable. On the other hand, for those whose assent was allegedly obtained through telemarketing (upon information and belief, the majority of ancillary product customers), confirmation of affirmative assent requires a review of the telephone call itself.

24. In addition to Defendants' financial motive to enroll as many Mississippi customers as possible into these highly lucrative ancillary product schemes, individual telemarketers are incentivized to enroll as many cardholders as possible, either because their

compensation is commission-based or because their performance is otherwise evaluated and they are subsequently compensated based on the number of cardholders they enroll.

25. Unfair and deceptive practices are rife in telemarketing these products.

26. Defendants' telemarketers employ an array of unfair and deceptive sales tactics to elicit cardholders into communicating some affirmative response, knowing that the cardholders do not actually understand that they are supposedly agreeing to purchase an ancillary product.

27. Defendants' telemarketers characterize the call as a courtesy to thank cardholders and remind them of benefits they already get through their credit card agreement (like cash back, airline miles, rewards, etc.), when in fact they are calling to sell ancillary products.

28. Telemarketers may speed through, skip altogether or alter the text of the information they are required to provide to cardholders (the "disclosure"), in an effort to make the disclosure sound like confusing legalese, then say "OK?" or ask if the person heard them or understood, knowing that such a question will almost always elicit an affirmative response such as "ok" or "yes." The cardholder believes they have just listened to a courtesy call, but the Defendants treat the affirmative response as the cardholder's agreement to enroll in the plan. These cardholders may say "ok" or "yes" at the conclusion of the call, but no reasonable person listening to the recordings of these calls would conclude the cardholder was giving their knowing, meaningful assent to be charged a monthly fee for enrollment in the plan.

29. Another tactic Defendants' telemarketers use is to ask cardholders if they may simply send out a "packet of information" about the plan. Defendants treat an affirmative response to this inquiry as authorization for paid enrollment, even though consumers do not understand or believe that they have agreed to purchase anything.



30. Each Defendant has such a “packet of information” for each of the plans offered and Defendants are required to provide enrollees with this information. Many Mississippi customers never receive the packets allegedly sent out. Others who receive the packet ignore or disregard it because they do not understand that they had already been enrolled. They may reasonably assume it is just another piece of junk mail from a credit card company. While those cardholders that told the telemarketer they could send information about the plan may recognize what the packet relates to, they reasonably assume further steps must be taken by them before they will become enrolled in the plan. If the slammed consumer simply throws out the packet, without reading it, signing it or conferring with the credit card company about it, they are nevertheless still enrolled in the plan.

31. Defendants utilize the card activation process as another way to wrongfully enroll consumers. Consumers are told they must call Defendants from their home phone number to activate their card. Defendants take this opportunity to sell ancillary products. Cardholders who are calling to activate a credit card are particularly susceptible to believing that the “disclosure” is some legal text that must be read to the cardholder, rather than an alleged contractual agreement to purchase an optional, ancillary product of little or no value to them. Many Mississippi cardholders, accustomed to all the legal language and fine print received when they open a new credit card account, become immune to the terms and conditions communicated to them. They reflexively reply “ok,” and have no idea that they have supposedly purchased some ancillary product.

32. In addition to deceptively inducing cardholders to say “yes” or “ok” during the call, Defendants enroll some cardholders who did not provide any affirmative response. In such instances, Defendants have no proof of affirmative assent, either because there is no affirmative

response on the recording, there is a clear rejection of the offer, or a record of the call does not exist. The cardholder has been “slammed,” that is, involuntarily enrolled in the plan without their knowledge or consent.

33. And unlike in a typical telemarketing call, this telemarketer does not need the consumer to provide them with their credit card number and information to purchase the product because the telemarketer *is* the credit card company. As a result, Defendants can charge consumers’ accounts when there has been no clear and knowing consent given.

**2. Mississippi Consumers “Slammed” with Ancillary Products Receive Little to No Relief from the Defendants**

34. Defendants know that slamming occurs frequently. In fact, the “refund” process itself is set up on the assumption that consumers have been deceived and do not understand that they have been enrolled. When a consumer calls within thirty (30) days of being enrolled, they are supposed to get their money back no questions asked, and Defendants make no effort to then determine how it came to be that the cardholder was enrolled without their authorization.

35. However, many Cardholders have no idea they are enrolled in an ancillary product plan and do not notice or appreciate the meaning of the line-item charge for the plan on their credit card bills. The charge appears among the other purchases on the cardholder’s monthly statement.

36. Some cardholders have accounts that do not require close inspection of monthly statements. This may be because they are not making new purchases on the account (they may be simply seeking to pay off the balance, or took advantage of a balance transfer offer, or utilized the account to make a single purchase). Others do not receive monthly bills at all.

37. Consumers may pay this hidden charge month after month for many months before they become aware of it. For online accounts, add-on plans are often posted to a

cardholder's account on the last day of each statement period, and that statement is then archived on the website. A cardholder may review current activity on their account regularly and yet never see the charge billed to their account on the last day of the previous billing cycle's statement.

38. In addition to the obvious unfairness of enrolling cardholders without their valid authorization, Defendants reap an extra windfall because these enrollees will never invoke the supposed benefits of the plans for which they were charged because they do not even know they may do so.

39. If cardholders do not discover the deceit until more than 30 days after being enrolled, Defendants will not automatically refund the overpayments to the cardholder.

40. Cancellation of plans and disputes about enrollment are so widespread in this industry that Defendants use template form letters to send to slammed consumers who complain. Instead of "coming clean" to these aggrieved consumers, Defendants make it exceedingly difficult for them to get relief, such that many Mississippi consumers give up hope of ever getting their money back after paying for a product they did not request and did not use.

**II. Defendants Sell Payment Protection, a Specific Ancillary Product, to Mississippi Consumers Who Can Receive No Benefit from the Coverage Offered.**

41. The ancillary products at issue in this Complaint, including but not limited to Payment Protection, are not deemed insurance products under Mississippi law, and the Defendants are not insurance companies.

42. Defendants do not consider Payment Protection an insurance product. Payment Protection Plans are not registered or identified as insurance products with the Department of Insurance for the State of Mississippi, which is tasked with the responsibility of overseeing the insurance industry in Mississippi, or other appropriate authorities.

43. Defendants do not designate Payment Protection an “insurance product.” This way, they can avoid state regulation and charge higher fees. Payment Protection Plans are unregulated as to terms, conditions and fees, making them highly profitable for Defendants.

44. These types of plans offer little to no benefit to consumers for several reasons and have been subject to criticism from consumer advocates on several fronts. For example, it may not be disclosed to consumers that under the terms and conditions of the plan, the cardholder may not be permitted to use their credit card while they have invoked Payment Protection benefits, and in the periods of time when consumers actually invoke the benefits, such as in the case of unemployment, the cardholder often needs their credit the most. In addition, Payment Protection Plans are sometimes marketed to elderly consumers, for whom benefits may be of little or no value. The main benefit of such plans is that they suspend payment obligations when the borrower’s income stream is lost due to unemployment, disability, or natural disaster. But for those on a fixed income, any such “protection” may be illusory because the “qualifying events” will not disrupt the income stream coming from a fixed income.

45. Defendants market Payment Protection through direct mail and solicit Payment Protection customers over the phone. They represent Payment Protection as a product that pays the required minimum monthly payment due on the subscriber’s credit card account and the Payment Protection plan fee for a limited period of time under certain triggering circumstances, such as involuntary unemployment, illness, or changes in family status, thus preventing the account from becoming delinquent. Defendants’ marketing for this product claims that “Life Brings Change. Be Prepared. Plan for the unexpected with Chase Payment Protector.” See <https://www.chasepaymentprotector.com/index.cfm> (last viewed on June 26, 2012).

46. However, Defendants misrepresent and/or fail to disclose the real nature of

Payment Protection. While representing to consumers that Payment Protection allows consumers to plan for the unexpected, in fact, Defendants impose Payment Protection on customers who did not authorize the charges. Because these customers do not know this “coverage” has been imposed on them and that they were enrolled without their consent, they do not know they can avail themselves of it and do not have the necessary information to determine what Payment Protection covers and whether it would be a sound financial choice to continue paying for the Plan.

47. Defendants market their Payment Protection Plans to individuals who do not qualify for the alleged benefits of the Plans. The numerous qualifications and restrictions set forth in Defendants’ fine print expose the advertised “protection” as an illusion, at best, because the Defendants do not determine consumers’ eligibility for various options under the Payment Protection Plan before marketing and selling Payment Protection to them.

48. Defendants market Payment Protection as a product that will safeguard subscribers’ credit card accounts by suspending or crediting the required minimum monthly credit card payments due in certain highly restricted circumstances, or permanently canceling accounts in other circumstances. When minimum monthly payments are credited, the monthly interest charges and the Payment Protection fee (and any other ancillary fees) continue to accrue without adequate disclosure to consumers.

49. The terms offered for the Payment Protection scheme are varied, complicated and always changing. However, all of the various plans provide for some form of payment suspension upon the occurrence of the following events, as it defines the terms: *Involuntary Unemployment, Hospitalization or Disability, Leave of Absence*, the occurrence of some *Life Event* or *Personal Milestone*, including things like birth or adoption, marriage, divorce, a

disaster, being called to active military duty, and other closely defined events, and *Accidental Death*. The restrictions, limitations and exclusions associated with these events that trigger supposed Payment Protection benefits are expansive and constantly evolving.

50. Defendants make no reasonable effort and undertake no investigation, including review of information in their possession regarding the cardholder, to determine if Payment Protection coverage would apply to the cardholder. Such information may include health status, name of last employer and date of birth, which would assist Defendants in knowing whether a particular cardholder is eligible for Payment Protection benefits.

51. Accordingly, Defendants engage in aggressively marketing to enroll Mississippi cardholders in Payment Protection even when they have information in their possession indicating that the product may have limited or no value to the particular consumer.

52. Telephone marketing scripts and written materials provided by Defendants to consumers are incomplete, indecipherable, misleading and obfuscatory.

53. Defendants do not adequately describe or explain the exclusions to prospective subscribers so they can determine whether they have certain characteristics or meet certain factors that would bar them from being eligible for benefits under Payment Protection, even though Defendants have a common practice of imposing limitations on full coverage based on exclusions.

- a. Payment Protection benefits do not apply to retired persons;
- b. Payment Protection benefits do not apply to persons self-employed, employed part time or seasonally;
- c. Payment Protection benefits do not apply immediately or for some period directly after unemployment or disability;
- d. Payment Protection benefits do not apply unless you qualify for state unemployment benefits and continue to meet qualifications;
- e. Payment Protection benefits do not apply unless you notify the company and provide verification within a set period of time;

- f. Subscribers may not be able to use their credit card for new purchases while Payment Protection benefits are being provided;
- g. Payment Protection coverage is limited to per calendar year maximums; and
- h. Payment Protection benefits require continued treatment and verification by a physician for the duration of the disability.

54. For instance, retired persons in Mississippi, many of whom are senior citizens, are charged for this product even though they are categorically excluded from receiving many of the benefits under the plan. Defendants do not ask customers whether they are retired.

55. Further, part-time workers, seasonal workers and workers concluding an employment contract (including ending a military tour of duty) are also limited or categorically excluded from receiving benefits. To qualify for benefits, one needs to work a set number of hours a week in employment considered to be permanent. However, Defendants make no effort to investigate whether any of the Mississippi consumers they charge for Payment Protection are part-time, seasonal or military workers. These terms are not adequately communicated or defined in written materials.

56. Finally, benefits are limited for disabled persons, but Defendants nevertheless fail to affirmatively inform these individuals of the limitations in benefits when they are enrolled. In fact, Defendants do not even ask customers whether they are disabled.

57. Defendants have no process to keep updated on consumers' status, either. Accordingly, when consumers' statuses change, they will continue to pay for Payment Protection even though they may no longer be eligible for its benefits.

58. If consumers are eventually provided with written materials, the materials themselves are confusing, and do not require the consumers' signature or affirmative assent before they can be billed for the plan. It is virtually impossible for the subscriber to determine

all of the exclusions and limitations of Payment Protection, or the value of the product, based on what is provided.

59. The cost of Payment Protection is set forth in a confusing and misleading manner. The premium for Payment Protection is set at a dollar amount per \$100.00 of the ending statement balance for each particular month. For example, upon information and belief, the plans charge every month anywhere from \$0.79 to \$0.89 for every \$100 of the previous billing period's New Balance. Thus, a customer who charges \$1000 a month, and even pays off his balance every month, pays between \$94.80 and \$106.80 per year for Payment Protection. Defendants add these amounts directly to the credit card account statement each month.

60. Payment Protection also provides the added benefit to Defendants of lowering available credit to its subscribers because the imposition of this additional fee brings consumers closer to their maximum credit limit without their knowledge. This operates in some instances to cause consumers to exceed their credit limits, thereby incurring over-the-limit fees. Further, the imposition of the Payment Protection fee creates a cycle of profitability, in that the fee itself increases subscribers' monthly credit balances, which in turn increases Payment Protection fees in subsequent months.

61. Defendants' "customer service" support is set up in such a way that Mississippi consumers cannot easily cancel ancillary products or receive answers to benefit questions, nor can they easily file claims or receive benefits for filed claims.

62. Upon information and belief, employees at Defendants' Payment Protection call centers are given authority to deny claims immediately over the phone, but do not have authority to approve payment of benefits to claimants in the same manner.



63. Moreover, upon information and belief, when subscribers call Defendants attempting to cancel Payment Protection, employees at Defendants' call center are trained to attempt to talk the subscriber out of canceling by "selling" the supposed benefits of Payment Protection.

64. Further, when claims for Payment Protection benefits are denied, Defendants have not implemented a process through which subscribers' Payment Protection premiums are refunded, even if the subscribers are deemed to be *per se* ineligible for Payment Protection benefits. In fact, if Mississippi subscribers are denied Payment Protection benefits, Defendants neither affirmatively remove subscribers from Payment Protection enrollment going forward, nor do they inform subscribers of their continued obligations to pay for Payment Protection, even though they have been deemed to be ineligible for benefits.

65. Payment Protection is so confusing as to when coverage is triggered, so restricted in terms of the benefits it provides to subscribers, and processing claims is made so difficult by Defendants, that it is essentially worthless.

66. Although heralded as coverage designed for a subscriber's peace of mind and for use when times get tough, the Payment Protection device is designed to prey on the financially insecure and is virtually worthless because of the numerous restrictions that are imposed, because of the exclusions of benefits, and because of the administrative and bureaucratic hurdles that are placed in the way of Mississippi consumers who attempt to secure payments from Defendants under Payment Protection coverage.

67. Chase operates a financial services empire, with over \$2 trillion in assets, \$1 trillion in deposits, \$115.6 billion in annual revenue, and \$11.7 billion in profit in 2010.

68. As a result of their unfair and deceptive marketing practices in connection with sales of Payment Protection, Defendants have increased profits by substantial sums, all thanks to products which provide virtually no benefit to the Mississippi residents who are nevertheless charged for these products month in and month out.

**COUNT I**  
**VIOLATION OF MISSISSIPPI CONSUMER PROTECTION ACT,**  
**MISS. CODE §§ 75-24-1, ET SEQ. ("CPA")**

69. The State re-alleges all prior paragraphs of this Complaint as if set forth fully herein.

70. Defendants JPMorgan Chase & Co. and Chase Bank USA, N.A. are "persons" within the meaning of, and subject to, the provisions of the Mississippi Consumer Protection Act, Miss. Code § 75-24-3(a).

71. By marketing, promoting, advertising and selling Payment Protection Plans, Defendants have engaged in unfair methods of competition affecting commerce and unfair or deceptive trade practices in or affecting commerce within the State, and specifically, in Hinds County, as prohibited by Miss. Code § 75-24-5.

72. Among other things, Miss. Code § 75-24-5 defines actions that constitute a "deceptive trade practice" as including, but not limited to, the following:

(e) Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has a sponsorship, approval, status, affiliation, or connection that he does not have;

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(g) Representing that goods or services are of a particular standard, quality, or grade, or that goods are of a particular style or model, if they are of another;

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(i) Advertising goods or services with intent not to sell them as advertised;

*Id.* § 75-24-5(e), (g), (i).

73. As set forth herein, by marketing, selling and administering the ancillary products at issue in this Complaint, including Payment Protection, Defendants have repeatedly, knowingly, and willfully engaged in conduct which constitutes an unfair method of competition and/or a deceptive trade practice in violation of the Mississippi Consumer Protection Act:

74. Defendants acted knowingly and willfully in committing the violations of the Mississippi Consumer Protection Act described herein.

75. Defendants' conduct described above constitutes multiple, separate, distinct, knowing and willful violations of the Mississippi Consumer Protection Act. For example, each time Defendants enrolled a Mississippi consumer in a Payment Protection Plan or similar ancillary product without his or her assent constituted a separate violation of the CPA. Likewise, each enrollment by Defendants of a Mississippi consumer who is ineligible for the plan's benefits (due to age, work status, disability or for any other reason) constituted a separate violation of the CPA. Similarly, each time Defendants enrolled a Mississippi consumer in a Payment Protection Plan or similar ancillary product but failed to disclose all material restrictions, limitations, and exclusions constituted a separate violation of the CPA. Each time Defendants failed to refund premiums paid also constituted a separate violation of the CPA.

76. The Attorney General has determined that Defendants are using and have used methods, acts and practices prohibited by § 75-24-5 and that the imposition of an injunction

against Defendants prohibiting the conduct set forth herein is in the public interest, and the State is seeking the entry of a permanent injunction pursuant to § 75-24-9 prohibiting Defendants' conduct in violation of the Mississippi Consumer Protection Act.

77. The Defendants' violations were and are unfair and deceptive. The Defendants are aware of the violations, including the widespread slamming practices engaged in and the enrollment of cardholders who are ineligible for benefits offered under Payment Protection, yet Defendants fail to adequately and affirmatively take steps to cure the violations or refund monies owed.

78. Defendants' violations justify penalties of up to \$10,000 for each violation of the CPA (*id.* § 75-24-19(1)(b)) and injunctive relief (*id.* § 75-24-9).

**AD DAMNUM**

**WHEREFORE PREMISES CONSIDERED**, the State prays for entry of judgment against Defendants for all the relief requested herein and to which the State may otherwise be entitled, specifically, but without limitation, to-wit:

1. Entering Judgment in favor of the State in a final order against each of the Defendants;
2. Enjoining the Defendants and their employees, officers, directors, agents, successors, assignees, merged or acquired predecessors, parent or controlling entities, subsidiaries, and all other persons acting in concert or participation with it, from engaging in unfair or deceptive practices in violation of Mississippi law and ordering temporary, preliminary or permanent injunction;
3. Awarding judgment against the Defendants pursuant to § 75-24-11 of the CPA for disgorgement and restitution of monies acquired by Defendants by means of any practice prohibited by the CPA;
4. Declaring that each act of each of the Defendants described in this Complaint constitute multiple, separate violations of Mississippi law;
5. Imposing civil penalties for each repeated, knowing, and willful violation of the CPA;

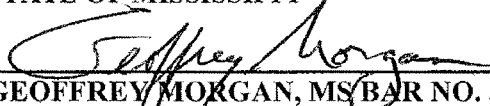
6. Granting the State:
- a. The cost of prosecution and reasonable attorneys' fees, as authorized by the CPA,
  - b. Pre-judgment and post-judgment interest, and,
  - c. All other relief as provided by law and/or as the Court deems appropriate and just.

Plaintiffs assert claims herein in excess of the minimum jurisdictional requirements of this Court.

Respectfully submitted, this the 07<sup>th</sup> day of August, 2012

**JIM HOOD, ATTORNEY GENERAL  
STATE OF MISSISSIPPI**

BY:

  
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**IN THE CHANCERY COURT OF THE FIRST JUDICIAL DISTRICT OF  
HINDS COUNTY, MISSISSIPPI**

JIM HOOD, ATTORNEY GENERAL OF THE	)	CIVIL NO. 2012-1085 T/1
STATE OF MISSISSIPPI, <i>ex rel.</i>	)	(Other Civil Action)
THE STATE OF MISSISSIPPI	)	
	)	
Plaintiff,	)	
	)	
vs.	)	
	)	
JPMORGAN CHASE & CO.,	)	
and CHASE BANK USA, N.A.	)	
	)	
Defendants.	)	
_____	)	

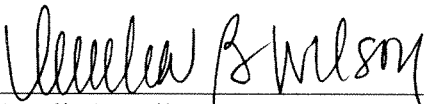
**CERTIFICATE OF SERVICE**

I, the undersigned, do hereby certify that I have transmitted a true and correct copy of Plaintiff's **First Amended Complaint** on August 7, 2012 to the following via Certified U.S. Mail Return Receipt Requested as indicated below:

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Date: August 7, 2012

  
\_\_\_\_\_  
Amelia B. Wilson  
Legal Secretary to Laura J. Baughman