

THE HONORABLE MARSHA J. PECHMAN

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UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WASHINGTON  
AT SEATTLE

OMNI INNOVATIONS, LLC, a  
Washington Limited Liability company;  
and JAMES S. GORDON, JR., a married  
individual,

Plaintiffs,

v.

PUBLISHERS CLEARING HOUSE, INC,  
a New York corporation; ANDREW C.  
GOLDBERG and JANE DOE  
GOLDBERG, individually and as part of  
their marital community; and JOHN  
DOES, I-X,

Defendants.

No. C06-1348 MJP

**PUBLISHERS CLEARING HOUSE'S  
ANSWER**

Defendant PUBLISHERS CLEARING HOUSE ("PCH"), by and through its attorneys,  
Perkins Coie LLP, answers plaintiffs' Complaint as follows:

**PARTIES, JURISDICTION AND VENUE**

1. PCH has insufficient knowledge or information to admit or to deny the allegations  
of paragraph 1, and therefore denies these allegations.

2. PCH has insufficient knowledge or information to admit or to deny the allegations  
of paragraph 2, and therefore denies these allegations.

PUBLISHERS CLEARING HOUSE'S ANSWER  
(NO. CV 06-1348 MJP) – 1

**Perkins Coie LLP**  
1201 Third Avenue, Suite 4800  
Seattle, WA 98101-3099  
Phone: 206.359.8000  
Fax: 206.359.9000

1           3.       In the caption and paragraph 3 of the Complaint, plaintiffs name Publishers  
2 Clearing House, Inc., a New York corporation, as the defendant. PCH admits that Publishers  
3 Clearing House, Inc. is a New York corporation. However, Publishers Clearing House, Inc. has  
4 no assets and conducts no business. The PCH operating company is Publishers Clearing  
5 House LLC, a New York limited liability company, with its principal place of business in the  
6 state of New York. PCH's answer to the Complaint assumes that this error was an oversight by  
7 plaintiffs, and PCH answers the Complaint on behalf of Publishers Clearing House LLC and as  
8 though Publishers Clearing House LLC was properly named.  
9

10           4.       PCH admits that Andrew C. Goldberg is President and Chief Executive Officer of  
11 Publishers Clearing House LLC, and that he and his spouse reside in the state of New York.  
12 PCH denies the remaining allegations in paragraph 4.  
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14           5.       Paragraph 5 is a legal conclusion that does not require a response; to the extent  
15 any response is required, PCH denies the same.  
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17           6.       Paragraph 6 is a legal conclusion that does not require a response; to the extent  
18 any response is required, PCH denies the same.  
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20           7.       Paragraph 7 is a legal conclusion that does not require a response; to the extent  
21 any response is required, PCH denies the same.  
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23           8.       PCH has insufficient knowledge or information to admit or to deny the allegations  
24 of paragraph 8, and therefore denies these allegations.  
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26           9.       PCH has insufficient knowledge or information to admit or to deny the allegations  
27 of paragraph 9, and therefore denies these allegations.  
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29           10.      PCH has insufficient knowledge or information to admit or to deny the allegations  
30 of paragraph 10, and therefore denies these allegations.  
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32           11.      PCH has insufficient knowledge or information to admit or to deny the allegations  
33 of paragraph 11, and therefore denies these allegations.  
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1 12. PCH has insufficient knowledge or information to admit or to deny the allegations  
2 of paragraph 12, and therefore denies these allegations.  
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4 13. PCH has insufficient knowledge or information to admit or to deny the allegations  
5 of paragraph 13, and therefore denies these allegations.  
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7 14. PCH denies the allegations in paragraph 14.  
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9 15. PCH has insufficient knowledge or information to admit or to deny the allegations  
10 of paragraph 15, and therefore denies these allegations.  
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12 16. Paragraph 16 consists of legal conclusions that do not require a response; to the  
13 extent any response is required, PCH denies the same.  
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15 17. Paragraph 17 consists of legal conclusions that do not require a response; to the  
16 extent any response is required, PCH denies the same.  
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23 **FIRST CAUSE OF ACTION—CAN-SPAM ACT**  
24 **15 U.S.C. § 7701 *et seq.***

25 18. Paragraph 18 is a legal conclusion that does not require a response; to the extent  
26 any response is required, PCH denies the same.  
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28 19. Paragraph 19 is a legal conclusion that does not require a response; to the extent  
29 any response is required, PCH denies the same.  
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33 **SECOND CAUSE OF ACTION—CEMA**  
34 **RCW 19.190.010-.070**

35 20. Paragraph 20 is a legal conclusion that does not require a response; to the extent  
36 any response is required, PCH denies the same.  
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41 **THIRD CAUSE OF ACTION—CONSUMER PROTECTION ACT**  
42 **Ch. 19.86 RCW**

43 21. Paragraph 21 is a legal conclusion that does not require a response; to the extent  
44 any response is required, PCH denies the same.  
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**AFFIRMATIVE DEFENSES**

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3 1. Plaintiffs have failed to join indispensable or necessary parties under Federal Rule  
4 of Civil Procedure 19.  
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7 2. Plaintiffs' injuries and damages, if any, are the result of the fault of nonparties to  
8 this suit.  
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11 3. Plaintiffs' claims are barred by applicable statutes of limitations.

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13 4. Plaintiffs' Complaint pleads state law that is preempted by federal law.

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15 5. Plaintiffs' claims are limited or barred in state law.

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17 6. Plaintiffs' claims are barred by the equitable doctrines of estoppel, waiver, laches  
18 and unclean hands.  
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21 7. Plaintiffs have failed to state a claim upon which relief can be granted.  
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**PRAYER FOR RELIEF**

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24 Therefore, defendant PCH requests that the Court:  
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27 1. Enter judgment in favor of PCH and against plaintiffs on all claims in plaintiffs'  
28 Complaint;  
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31 2. Award PCH its reasonable attorneys' fees and costs of suit; and

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33 3. Such other and further relief as this Court deems just.  
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36 DATED: December 11, 2006

**PERKINS COIE LLP**

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39 By: /s/ Elizabeth L. McDougall  
40 Elizabeth L. McDougall, WSBA #27026  
41 Rebecca S. Engrav, WSBA #33275  
42 1201 Third Avenue, Suite 4800  
43 Seattle, Washington 98101-3099  
44 Telephone: (206) 359-8000  
45 Fax: (206) 359-9000  
46 E-mail: EMcDougall@perkinscoie.com  
47 REngrav@perkinscoie.com  
48

49 Attorneys for Defendant  
50 Publishers Clearing House, Inc.  
51

**CERTIFICATE OF SERVICE**

I hereby certify that on December 11, 2006, I filed the foregoing PUBLISHERS CLEARING HOUSE'S ANSWER with the Clerk of the Court using the CM/ECF which will notify the parties listed below:

Douglas E. McKinley, Jr.  Via hand delivery  
Law Office of Douglas E. McKinley, Jr.  Via U.S. Mail, 1st Class, Postage Prepaid  
P.O. Box 202  Via Overnight Delivery  
Richland, WA 99352  Via Facsimile  
 Via E-filing

Attorneys for Plaintiffs

Robert J. Siegel  Via hand delivery  
Merkle Siegel & Friedrichsen  Via U.S. Mail, 1st Class, Postage Prepaid  
1325 Fourth Avenue, Suite 940  Via Overnight Delivery  
Seattle, WA 98101  Via Facsimile  
 Via E-filing

Attorneys for Plaintiffs

DATED this 11th day of December, 2006.

/s/ Elizabeth L. McDougall  
Elizabeth L. McDougall, WSBA #27026

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