



1 **JURISDICTION AND VENUE**

2 2. This Court has jurisdiction over this matter pursuant to 28 U.S.C. §§ 1331,  
3 1337(a), 1345, and 1355, and 15 U.S.C. §§ 45(m)(1)(B), 53(b), and 56(a). This action arises  
4 under 15 U.S.C. § 45(a).

5 3. Venue in this District is proper under 15 U.S.C. § 53(b) and 28 U.S.C. §§ 1391(b)  
6 and (c) and 1395(a).

7 **DEFENDANT**

8 4. Defendant Amazon.com, Inc. is a Delaware corporation with its principal place of  
9 business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144. At all times  
10 material to this complaint, Defendant has participated in the acts and practices described in this  
11 complaint. Defendant transacts business in this district, including through its websites,  
12 www.amazon.com, www.zappos.com, and www.6pm.com.

13 **COMMERCE**

14 5. At all times material to this complaint, Defendant has maintained a substantial  
15 course of trade in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act,  
16 15 U.S.C. § 44.

17 **DEFENDANT’S BUSINESS PRACTICES**

18 6. Defendant markets and sells textile fiber products throughout the United States  
19 using its websites.

20 7. Defendant sells retail textile products, which it purchases from a vendor and then  
21 resells.

22 8. Defendant controls all retail sales transactions with consumers that occur on its  
23 www.amazon.com website. Defendant processes consumer orders for each retail product,  
24 including the consumer’s payment and shipping options, and then packages and ships the product  
25 purchased. After a product has been shipped, Defendant charges the consumer’s credit or debit  
26 card or deducts funds from an Amazon.com gift card. Defendant then deposits the proceeds in  
27 its bank account.

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1           9. Defendant markets and sells retail textile fiber products using “product detail  
2 pages” on its websites, which typically contain photographs of the product, the product title, the  
3 price of the product, a description of the product, and other information regarding the product  
4 that may be of interest to consumers. In numerous instances, product detail pages for retail  
5 textile fiber products include a statement of the product’s fiber content.

6           10. Defendant directs consumers to specific product detail pages through at least three  
7 means: (1) as a result of search queries from the consumer; (2) through general recommendations  
8 contained on its website, including on an “Amazon Green” webpage contained within or  
9 connected to its www.amazon.com website; and (3) through recommendations tailored to the  
10 recent viewing history or purchases of the individual consumer.

11           11. Defendant describes the product detail pages created for its www.amazon.com  
12 website and related international websites as the “Amazon Catalog.” Defendant creates the  
13 product detail pages and owns and controls their content. These product detail pages, which  
14 provide consumers with information regarding each textile fiber product for the purposes of  
15 selling the product to the consumer, are advertisements for each such product.

16           12. Since at least February 2, 2010, in product detail page advertisements for retail  
17 textile fiber products on its websites, Defendant makes or has made various claims concerning  
18 the fiber content of those textile fiber products.

19           13. On the www.amazon.com website, Defendant has claimed, without qualification,  
20 that the textile fiber in numerous retail products is “bamboo”:

21           a. For example, in the product description for the “Summer Infant Bamboo  
22 Crib Sheet,” Defendant has claimed that the sheet is “100% Organic Bamboo.”

23           b. Defendant also has sold the “Scene Weavers Pickles 100% Bamboo Knit  
24 Garden Stripe Baby Blanket,” which it has claimed is comprised of “100% knit bamboo.”  
25 In the product features for the baby blanket, Defendant has stated, “Bamboo is one of the  
26 world’s most sustainable and renewable resources and this blanket is made of **100% knit  
27 bamboo.**” (emphasis added). In the product features section of the webpage, Defendant  
28 has stated that the baby blanket is made of “Bamboo, Nylon, Spandex.”

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19. “[H]azardous air pollutants (HAP) emitted from cellulose products manufacturing

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a. both manufacturers and sellers of textile fiber products must comply with the Textile Act and the Textile Rules, *see H. Myerson Sons, et al.*, 78 F.T.C. 464 (1971); *Taylor- Friedsam Co., et al.*, 69 F.T.C. 483 (1966); *Transair, Inc., et al.*, 60 F.T.C. 694 (1962); and

b. it is an unfair or deceptive act or practice to falsely or deceptively stamp,

1                                    **VIOLATIONS OF THE TEXTILE ACT AND THE TEXTILE RULES**

2                    30.     The Textile Act governs, *inter alia*, the labeling and advertising of textile fiber  
3 products manufactured, sold, advertised, or offered for sale in commerce. *See* 15 U.S.C. § 70a.

4                    31.     Under the Textile Act, a textile fiber product is “misbranded if it is falsely or  
5 deceptively stamped, tagged, labeled, invoiced, advertised, or otherwise identified as to the name

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**COUNT I**

34. As set forth in Paragraphs 13 through 15, Defendant

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