

1 State of New Hampshire Banking Department

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3 In re the Matter of:) Case No.: 08-BD-003
4 State of New Hampshire Banking)
5 Department,) Cease and Desist Order
6 Petitioner,)
7 and)
8 Family Protection Center (a/k/a)
9 Mortgage Protection Center), Mortgage)
10 Protection Center (a/k/a Family)
11 Protection Center), The Mortgage)
12 Protection Center, LLC (d/b/a)
13 Mortgage Protection Center and Family)
14 Protection Center), National Agents)
15 Alliance Insurance Agency, LLC (a/k/a)
16 NAA, National Agents Alliance, d/b/a)
17 www.naaleads.com, Family Protection)
18 Center, and Mortgage Protection)
19 Center), National Agents Alliance)
20 (a/k/a NAA, National Agents Alliance)
21 Insurance Agency, LLC, d/b/a)
22 www.naaleads.com, Family Protection)
23 Center, and Mortgage Protection)
24 Center),)
25 Respondents)

1 ORDER

2 WHEREAS, finding it necessary and appropriate and in the public
3 interest, and consistent with the intent and purposes of the New Hampshire
4 banking laws, and

5 WHEREAS, finding that the allegations contained herein, if proved true
6 and correct, form the legal basis of the relief requested,

7 It is hereby ORDERED, that:

8 1. The Respondents shall immediately cease and desist from the
9 unauthorized and deceptive use of the full or abbreviated
10 name, trade name, service mark, or trademark of any financial
11 institution in any written, electronic, or oral advertisement
12 or solicitation for products or services;

13 2. The Respondents shall immediately cease and desist from
14 including loan information relative to a specifically
15 identified consumer that is publicly available in:

16 a. any written or electronic solicitation when the
17 advertisement or solicitation does not clearly and
18 conspicuously state on the front page or introduction in
19 bold-faced type in the same font size as is
20 predominately used in the advertisement or solicitation
21 disclosing that such individual or business entity is
22 not sponsored by or affiliated with, and that such
23 solicitation is not authorized by, the financial
24 institution and that the information was retrieved from
25 public records, or

b. an oral solicitation when the same disclosure is not
made at the beginning of the solicitation;

