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STATE OF ILLINOIS)
) SS
COUNTY OF SANGAMON)

IN THE MATTER OF:
Baron App, Inc. d/b/a Cameo)
) No. 2024-AVC-004
)

ASSURANCE OF VOLUNTARY COMPLIANCE

The PEOPLE OF THE STATE OF ILLINOIS, by and through Kwame Raoul, Attorney General of the State of Illinois ("Attorney General") and BARON APP, INC. d/b/a CAMEO ("Cameo"), pursuant to 15 ILCS 505/6.1 for the purpose of resolving the Attorney General's investigation into Respondent's compliance with the Illinois Consumer Fraud and Deceptive Business Practices Act (815 ILCS 505/1 *et seq.*).

I. DEFINITIONS

For the purposes of this AVC, the following definitions shall apply:

1. "Business Cameo Service" shall mean any purchase flow offered by Respondent to its customers through which Endorsement videos are contractually allowed to be booked. A customer who attempts to book an Endorser Campaign shall be referred to in this AVC as a "Sponsoring Advertiser."

2. "Clearly and Conspicuously" shall mean that a required disclosure is difficult to miss (i.e., easily noticeable without having to look for it) and easily understandable by consumers, including in all of the following ways:

a. Where the disclosure is made through the use of a tag or hashtag in a post on a website or social media platform, it may not be displayed in a part of the post where it may be skipped over, such as at the end of a long post, or among or at the end of multiple other tags or hashtags.

b. In any communication that is solely visual or solely audible, the disclosure must be made through the same means through which the communication is presented.

c. A visual disclosure, by its size, contrast, location, the length of time it appears, and other characteristics, must stand out from any accompanying text or other visual elements so that it is easily noticed, read, and understood.

d. An audible disclosure, including by telephone or streaming video, must be delivered in a volume, speed, and cadence sufficient for consumers to easily hear and understand it.

e. In any communication using an interactive electronic medium, such as the internet or software, the disclosure must be unavoidable and easily understood.

    i. The disclosure must not be provided through a hyperlink or button requiring the user to click to see all or part of the disclosure (e.g., a "click more" button).

f. The disclosure must use diction and syntax understandable to consumers and must appear in each language in which the representation requiring the disclosure ("Triggering Representation") appears.

g. The disclosure must not be ambiguous or use any abbreviation, shorthand, term of art, or arcane terminology that does not communicate the disclosure effectively to consumers, including but not limited to #thanks, #collab, #sp, #spon, #mktg, or #ambassador (without identifying the brand in connection with the use of ambassador).

h. The disclosure must not be contradicted by, or inconsistent with, any other representation(s).

3. "Close Proximity" means that the disclosure is next to the Triggering Representation and is made at approximately the same time as the Triggering Representation.

4. "Effective Date" shall be August 1, 2024.

5. "Endorsement" means any message promoting a product, service, or enterprise (including written and verbal statements, demonstrations, or depictions of the name, signature, likeness, or other identifying personal characteristics of an individual or the name or seal of an organization) that consumers are likely to believe reflects the opinions, beliefs, findings, or experiences of a party other than the Sponsoring Advertiser, even if the views expressed by that party are identical to those of the Sponsoring Advertiser.

6. "Endorser" means the party whose opinions, beliefs, findings, or experiences an Endorsement appears to reflect.

7. "Endorser Campaign" means any arrangement whereby, in connection with the advertising, promotion, offering for sale, sale, or distribution of any product or service, an Endorser is engaged through the Business Cameo Service to create, publish, post, or otherwise disseminate an Endorsement.

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8. "Material Connection" means any connection that might materially affect the weight or credibility of any Endorsement and that would not be reasonably expected by consumers and includes, but is not limited to, a business or family relationship, monetary payment, or the provision of free products or services to the Endorser.

9. "Respondent," "Cameo," or "the Company" means Baron App, Inc. d/b/a Cameo, along with its affiliates, parents, subsidiaries, divisions, agents, directors, officers, employees, contractors, representatives, attorneys, successors, and assigns. For clarity, "Respondent," "Cameo," and "the Company" do not include users of Cameo's products, services, websites, or mobile applications.

10. "Settling States" means Alabama, Alaska, Arkansas, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Kentucky, Louisiana, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Texas, Virginia, Washington, and Wisconsin.

II. STIPULATIONS

The parties hereby agree and stipulate that:

1. Respondent is a Delaware corporation with an address at 2045 West Grand Avenue, Suite B, PMB 71534, Chicago, IL 60612-1577.

2. Respondent has at all relevant times offered its products and services to consumers in the State of Illinois

3. The Illinois Consumer Fraud and Deceptive Business Practices Act (815 ILCS 505/1 *et seq.*) authorizes the Attorney General to investigate alleged violations of the Act and bring actions for violations of the Act.

4. Respondent and the State represent and warrant, each to the other, that each has the authority to enter into and make this AVC, and to bind themselves to this AVC.

III. FACTUAL ALLEGATIONS

5. Respondent is an internet business, created in 2017, that offers a platform for users to pay a fee to celebrities (the "Talent") for which they receive a personalized video "shoutout," such as a birthday or congratulatory message.

6. Users can access Respondent's platform via Cameo's website or mobile app where they are able to search for available Talent. Respondent will also make suggestions of Talent available to create personalized videos. Once a user selects the Talent, they are to provide the Talent guidance for the video content, such as a script. Once this process is complete and the user has paid the Talent's fee, they "book" the video.

Business Cameo

7. In 2020, Respondent launched the Business Cameo service, which allows a business to book Talent for personalized videos to be used as endorsements of the business or the business's products. These videos typically have higher fees and a restricted license for use.

8. When booking a Business Cameo video, the purchaser is to "identify the Business, the types of goods or services that it offers, as well as the specific product, service, or brand that you request the Talent User to mention or refer to."

9. The Settling States have identified instances where Business Cameo videos were published and shared without the appropriate disclosures in violation of the FTC Endorsement Guidelines and State UDAP statutes.

10. The Settling States further found instances where Respondent did not notify mobile application users of the existence of Business Cameo services, and failed to provide direct refunds

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to mobile application users who had their requests rejected as improperly booked Business Cameo videos in violation of State UDAP statutes.

11. The Settling States have agreed to enter into this Assurance of Voluntary Compliance with Respondent to address Respondent's obligations in connection with ensuring appropriate endorsement disclosures are made to consumers.

IV. ASSURANCES

Respondent agrees to the following assurances to comply with Illinois Consumer Fraud Act:

1. Respondent shall not directly or indirectly make, or assist others in making, any misrepresentation, in any manner, expressly or by implication, regarding a Material Connection in any Endorsement of Respondent's own products and/or services.

2. Respondent shall not directly or indirectly make, or assist others in making, in any manner, expressly or by implication, any Endorsement of Respondent's own products and/or services without disclosing Clearly and Conspicuously, and in Close Proximity to the Endorsement, any Material Connection between the Endorser and the advertiser whose product or service is being Endorsed.

3. Respondent shall not directly or indirectly make, or assist others in making, any misrepresentation, in any manner, expressly or by implication, that any Endorsement of Respondent's own products and/or services reflects the honest opinions, findings, beliefs, or experiences of the Endorser.

4. Respondent shall not enact or maintain any policies prohibiting any provision of products or services necessary for Endorsers to represent their honest opinions, findings, beliefs,

or experiences as part of an Endorsement. For clarity, Respondent may continue to enact policies to safeguard the safety of its products and services and those who use them.

5. With regard to Endorsements other than Endorsements of Respondent's own products and/or services, Respondent shall implement and maintain programs and policies to help ensure that the users of Respondent's website and mobile applications comply with requirements analogous to those set forth in paragraphs IV.1-3 of this AVC when those users request (in the case of Cameo customers) or create (in the case of Endorsers using Cameo) Endorser Campaigns. Such requirements shall be referred to below as the "Endorsement Compliance Standards." Such programs and policies shall include, but need not be limited to:

a. Maintaining a watermark or similar disclosure system. Cameo currently uses a watermark (the "Cameo Watermark") to indicate that a video is a paid Cameo video. Cameo shall continue use of the Cameo Watermark or another disclosure method of materially similar design (which, for clarity, may use a word other than "Cameo") to indicate when the content of a video is a paid Endorsement. Cameo shall provide clear rules and guidance to advise Sponsoring Advertisers of the proper use of the Cameo Watermark or other disclosure method of materially similar design. Cameo need not provide a Cameo Watermark or other disclosure method of materially similar design on all Cameo videos, provided that Cameo otherwise complies with this AVC, but an unaltered Cameo Watermark or other disclosure method of materially similar design that appears directly on the

video shall be deemed under this AVC to satisfy the Endorsement Compliance Standards.

b. Presenting the following statement, or a materially similar statement, to each Endorser who attempts to fulfill, either through Respondent's websites or a version of Respondent's mobile applications released on or after the Effective Date, an Endorser Campaign booking request:

> Cameo's Terms of Service require that you comply with all applicable laws, rules, and regulations, including the Federal Trade Commission's "Guides Concerning the Use of Endorsements and Testimonials in Advertising." These Guides, as well as similar state laws, require that any commercial endorsements you provide through Cameo reflect only your honest opinions, findings, experiences, and beliefs, and that you do not misrepresent, expressly or by implication, that you (i) are an independent or ordinary user of any product, service, or business you are endorsing or (ii) have no material connection to the company whose product, service, or business you are endorsing.

c. Presenting the following statement, or a materially similar statement, to each customer who attempts to book through Respondent's websites or mobile applications at least one Endorser Campaign, and who is contractually

permitted to use Cameo videos without a Cameo Watermark or a similar disclosure in the video that the content is an Endorsement:

> Cameo's Terms of Service require that you comply with all applicable laws, rules, and regulations, including the Federal Trade Commission's "Guides Concerning the Use of Endorsements and Testimonials in Advertising." These Guides, as well as similar state laws, provide that (i) whenever you display a Cameo video endorsing your product, service, or business, you must disclose clearly and conspicuously, and in close proximity to the video, any material connection between you and the celebrity appearing in the video and (ii) the celebrity in such a video must express only their honest opinions, findings, experiences, and beliefs and must not misrepresent they are an independent or ordinary user of the product, service, or business.

d. Presenting the following statement, or a materially similar statement, to each customer who attempts to book through Respondent's websites or mobile applications at least one Endorser Campaign, and who is not contractually permitted to use Cameo videos without the Cameo Watermark or a similar disclosure in the video that the content is an Endorsement:

> Cameo's Terms of Service require that you comply with all applicable laws, rules, and regulations, including the Federal Trade Commission's "Guides Concerning the Use of Endorsements and Testimonials in Advertising." These Guides, as well as similar state

laws, provide that when a celebrity appears in a Cameo video endorsing your product, they must express only their honest opinions, findings, experiences, and beliefs and must not misrepresent they are an independent or ordinary user of the product, service, or business they endorse. They further provide that whenever you display such a video, you must disclose clearly and conspicuously, and in close proximity to the video, any material connection between you and the celebrity appearing in the video. Cameo's Terms of Service prohibit you from removing, altering, or obscuring the Cameo watermark, or any other disclosure that the content is an endorsement, that appears on or in any video that you receive through Cameo.

e. Preventing each Endorser who is shown the statement set forth in Paragraph IV.5.b from completing, and each Sponsoring Advertiser from submitting, further Endorser Campaign booking requests until they have provided an acknowledgment of receipt of the statement described in Paragraphs IV.5.b, IV.5.c, or IV.5.d above (as applicable) and express agreement to comply with it. Such acknowledgment and agreement may be manifested, for example, by the accountholder agreeing to the applicable statement after being presented with the statement in its entirety followed by the option to agree to or decline the statement.

f. Establishing, implementing, and thereafter maintaining programs and policies for monitoring and reviewing the representations and disclosures

of Endorser Campaigns created with the assistance of Respondent's websites or mobile applications for compliance with the Endorsement Compliance Standards. These programs and policies shall include, at a minimum:

i. For Endorser Campaigns where Respondent's personnel draft or substantively edit material portions of an Endorser Campaign booking request or substantively alter material portions of the content of the Endorsement video (each of which, for avoidance of doubt, does not include recommending or selecting Endorsers, implementing specific changes at a Sponsoring Advertiser's written instruction, or providing purely technical support):

A. Prior to providing the resulting Endorsement video to its Sponsoring Advertiser, Respondent shall conduct an initial review of the booking request. If the request appears on its face to ask the Endorser to provide anything other than the honest opinions, findings, experiences, and beliefs of the Endorser and/or to misrepresent the Endorser's connection to the Sponsoring Advertiser, then Respondent shall notify the Sponsoring Advertiser of the non-compliance, refrain from releasing the Endorsement video to the Sponsoring Advertiser, and terminate and disqualify the Sponsoring Advertiser from participating in any current or future Endorser Campaigns through Respondent's website or

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mobile applications unless and until: a) the Endorser Campaign booking request at issue is revised to remedy any points of noncompliance; or b) both the Endorser and Sponsoring Advertiser agree not to attempt to re-create the Endorsements at issue.

B. In the event Respondent identifies non-compliance as set forth in paragraph IV.5.f.i.A above, Respondent shall conduct an additional review using the procedure set forth in paragraph IV.5.f.i.A above of each Endorser Campaign booking request submitted by the same Sponsoring Advertiser over the following 30 days (not to exceed twenty-five (25) in total) for compliance with Endorsement Compliance Standards. If, based on such review, Respondent identifies further non-compliance of the sort set forth in paragraph IV.5.f.i.A above, Respondent shall revoke the license for any Endorser Campaign video associated with such non-compliance, request that the Sponsoring Advertiser remove the video from all platforms on which it has been made public, and, in the case of two or more instances of non-compliance identified under this paragraph, contractually prohibit for a minimum of six (6) months the Sponsoring Advertiser from creating through Respondent's websites or mobile applications any future Endorser

Campaigns for the products or services of the brand(s) endorsed in the non-compliant Endorsement.

ii. For any other such Endorser Campaigns not the subject of paragraph IV.5.f.i above, Respondent shall perform a periodic review of a random selection of 5% of videos (for example, every twentieth completed booking) for which no Cameo Watermark or similar on-video disclosure is contractually required, not to exceed one hundred (100) videos in a given month, to determine to the extent feasible whether the video, when made publicly available, Clearly and Conspicuously discloses a Material Connection in Close Proximity to the Endorsement where required by the Endorsement Compliance Standards. Specifically, Respondent's review shall consist of (a) contacting the Sponsoring Advertiser for each randomly selected video by email to the address registered to their Cameo account or a similar method, asking them to provide any static, publicly accessible URLs where the randomly selected videos are currently being directed to the public, and (b) reviewing the video available at any such URLs provided. Where the Sponsoring Advertiser has shared the video on a third-party social media or advertising platform and has utilized such platform's advertising

disclosures, Respondent need not take further action with respect to the video.

iii. Respondent shall establish a reporting mechanism (by email or a similar method) for third parties to report Cameo videos that are not in compliance with Cameo's terms of service, including its requirement that users comply with the Federal Trade Commission's "Guides Concerning the Use of Endorsements and Testimonials in Advertising" and all other applicable laws. Such reporting mechanism shall be referenced in Cameo's publicly available Community Guidelines and Help Center, currently available at https://legal.cameo.com/communityguidelines and https://help.cameo.com, respectively. Upon receiving an actionable report through this mechanism, Respondent shall investigate the reported content for compliance with the Endorsement Compliance Standards. To be actionable under this subparagraph, a submitted report must contain a static URL that uniquely identifies the allegedly non-compliant content that is readily found at such URL, and/or a directly linked and reproducible reference to a Cameo video. If the reported content consists of content shared on a third-party social media or advertising platform that utilizes such

platform's advertising disclosures, Respondent need not take further action with respect to the reported content.

iv. If, based on a review described in subparagraphs IV.5.f.ii-iii above, Respondent has reason to believe that the reviewed Endorsement does not meet the Endorsement Compliance Standards, Respondent shall take the following actions:

A. Respondent shall immediately notify the Sponsoring Advertiser of the noncompliance with the Endorsement Compliance Standards. Respondent's notification shall be by email to the address registered to the Sponsoring Advertiser's Cameo account or a similar method, and shall request that the Sponsoring Advertiser remove the Endorsement from all platforms on which it has been made public. Respondent's notification shall also request that the Sponsoring Advertiser submit to Respondent for review before it is made public any future re-publication or re-creation of the same Endorsement booked through the same Endorser, and that such re-publication or re-creation of the Endorsement remedy any points of noncompliance with the Endorsement Compliance Standards; and

B. Respondent will re-review each static URL originally reviewed within seven (7) days and, if the Sponsoring Advertiser has failed to remove the Endorsement or properly

remedy the noncompliance as requested per subparagraph IV.5.f.iv.A above, shall (i) contractually prohibit for a minimum of six (6) months the Sponsoring Advertiser from creating through Respondent's websites or mobile applications any future Endorser Campaigns for the products or services of the brand(s) endorsed in the non-compliant Endorsement; and (ii) request any platforms, websites, cloud storage services, or other similarly publicly accessible services, as applicable, to remove such Endorsement from each static URL where Respondent has found that the Endorsement remains publicly accessible.

v. In the event that Respondent identifies a noncompliant Endorsement as part of an Endorser Campaign created through Respondent's websites or mobile applications through the review described in subparagraph IV.5.f.ii-iii, Respondent shall, for three (3) months following the date it identified the initial noncompliance, review using the procedure set forth in paragraph IV.5.f.ii above a random sample of 25% (not to exceed one hundred (100) total) of any further Endorser Campaigns booked by the same Sponsoring Advertiser and for which no Cameo Watermark or similar on-video

disclosure is contractually required, for compliance with the Endorsement Compliance Standards.

vi. For any Sponsoring Advertiser who Respondent identifies as having failed to comply with the Endorsement Compliance Standards as set forth above, upon Respondent identifying any subsequent two instances of an Endorsement failing to comply with the Endorsement Compliance Standards, Respondent shall contractually prohibit the Sponsoring Advertiser from booking any future Endorser Campaigns for the Endorsed product or service through Respondent's websites or applications for a minimum of six (6) months.

6. Respondent shall create and maintain records sufficient to show compliance with the requirements of paragraph IV.5 above, and shall retain each such record for five (5) years. Respondent shall produce such records to the Illinois Attorney General for inspection and copying on reasonable request. The records to be retained shall include, but are not limited to:

a. Screenshots of Respondent's mobile or web application showing representative user interface for the statements and acknowledgements made pursuant to the requirements of Paragraph IV.5.b-e above;

b. Records documenting the date, Sponsoring Advertiser, and unique booking identifier of each Endorser Campaign reviewed by Respondent pursuant to

the requirements of Paragraph IV.5.f above, as well as the results of those reviews; and

c. Records of all actions taken by Respondent in response to noncompliance discovered pursuant to the requirements of Paragraph IV.5.f above, including any consequences imposed by Respondent on advertisers as a result of noncompliance.

7. Every twelve (12) months for the three (3) years following the Effective Date of this AVC, Respondent shall provide upon request to any Settling State a written report indicating, during the period for which the report applies: (i) the number of videos it reviewed pursuant to each video review requirement set forth in Paragraph IV.5.f; (ii) the number of notices it sent to Sponsoring Advertisers pursuant to each notification requirement set forth in Paragraph IV.5.f; and (iii) the number of contractual restrictions it applied to advertisers pursuant to each requirement set forth in Paragraph IV.5.f.

8. Respondent shall disclose to consumers how to initiate requests for Endorser Campaigns as opposed to requests for some other type of good or service. Respondent shall provide consumers with an automated refund of any booking fee, or instructions for obtaining such a refund, if a consumer's request is rejected as an improperly booked Endorser Campaign. Whenever the method of refund is fully within Respondent's control, Respondent shall make such refund

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available to the consumer via the same payment method used for the consumer's booking request whenever possible.

V. PAYMENT TO THE STATES

1. The payment amount due from Cameo to the Attorneys General of the Settling States under this AVC and materially similar settlement documents or Assurances of Voluntary Compliance with the other Settling States totals $600,000.00.

2. Due to Cameo's inability to pay $600,000.00, as demonstrated by Cameo's 2021 and 2022 audited financial statements, and additional representations made about Cameo's financial status in October 2023, the Attorneys General and Cameo agree and stipulate that upon receipt of $100,000.00 from Cameo, the Attorneys General shall suspend the remaining amount due.[1]

3. The Attorneys General's agreement to suspend the remaining amount is expressly premised upon the truthfulness, accuracy, and completeness of Cameo's financial documents submitted to the Texas Attorney General and its representation of its inability to pay, and upon Cameo's: (a) payment of $100,000.00; (b) future material compliance with this AVC's injunctive terms and all other non-monetary terms for a period of three (3) years; and (c) agreement to cooperate with the Attorney General in connection with this action or any subsequent investigation related to the Attorney General's investigation in this matter for a period of three (3) years. These documents and representations of Cameo include material information upon which the Attorneys General relied in negotiating and agreeing to this AVC. If Cameo fails to make payment of $100,000.00, fails to materially comply with this AVC at any time within three (3) years of the Effective Date, or makes any material misstatement or omission in any

[1] Said payment shall be divided and paid by Cameo directly to the specified Attorneys General in an amount designated by the Attorneys General and communicated to Cameo by the Texas Attorney General.

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representation to the Attorneys General at any time within three (3) years of the Effective Date, the Attorneys General may pursue collection efforts on the full balance of $600,000.00, plus interest computed from the Effective Date.

4. In the event that Cameo files bankruptcy within 91 days after making any payment pursuant to this AVC, Cameo shall remain liable for the full balance of $600,000.00. The claim for $600,000.00 may be asserted by the Attorneys General in any proceeding to enforce this AVC, whether through execution, garnishment, or other legal proceedings, or through a proof of claim in any bankruptcy proceeding filed by Cameo.

VI. GENERAL PROVISIONS

1. The Parties understand and agree that this AVC shall not be construed as an approval or sanction by the Illinois Attorney General of Respondent's business practices, nor shall Respondent represent that this AVC constitutes an approval or sanction of its business practices. The Parties further understand and agree that any failure by the Illinois Attorney General to take any action in response to information submitted pursuant to this AVC shall not be construed as an approval or sanction of any representation, acts, or practices indicated by such information, nor shall it preclude action thereon at a later date.

2. This AVC is being entered into by the parties for the sole purpose of compromising disputed claims without the necessity for protracted and expensive litigation, and this AVC does not constitute an admission by Respondent of any violation of law or regulation.

3. To the extent there are any, Respondent agrees to pay all court costs associated with the filing (if legally required) of this AVC. No court costs, if any, shall be taxed against Illinois

4. All terms and conditions of this AVC shall continue in full force and effect on any successor, assignee, or transferee of Respondent. Respondent shall include in any such successor,

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assignment, or transfer agreement a provision that binds the successor, assignee, or transferee to the terms of the AVC.

5. Nothing in this AVC shall be construed to waive or limit any private rights, causes of action, or remedies.

6. Nothing in this AVC shall be construed to limit the authority or ability of the Illinois Attorney General to protect the interests of his/her State or the people of his/her State. This AVC shall not bar the Illinois Attorney General or any other governmental entity from enforcing any laws, regulations, or rules against Respondent. Further, nothing in this AVC shall be construed to limit the ability of the Illinois Attorney General to enforce the obligations that Respondent has under this AVC.

7. Nothing in this AVC shall be construed as relieving Respondent of the obligation to comply with all state and federal laws, regulations, and rules, nor shall any of the provisions of this assurance be deemed to be permission to engage in any acts or practices prohibited by such laws, regulations, and rules.

8. The parties agree that, should any clause, provision, or section of this AVC, for any reason, be held illegal, invalid, or unenforceable, such illegality, invalidity, or unenforceability shall not affect any other clause, provision, or section of this AVC, and this AVC shall be construed and enforced as if such illegal, invalid, or unenforceable clause, section, or provisions had not been contained herein.

9. Any failure by the Illinois Attorney General to insist upon the strict performance by Respondent of any of the provisions of this AVC shall not be deemed a waiver of any of the provisions hereof, and the Illinois Attorney General, notwithstanding that failure, shall have the

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right thereafter to insist upon the strict performance of any and all of the provisions of this AVC to be performed by Respondent.

10. This AVC sets forth the entire agreement between the parties. Respondent represents that it has fully read and understands this AVC, accepts the legal consequences involved in signing this AVC, and that there are no other representations or agreements between the parties not stated in writing herein.

11. The assurances set forth in Sections IV.5, and IV.6 of this AVC shall expire in five (5) years. The parties agree that this AVC shall not be modified or terminated except by written agreement signed by the parties.

12. This AVC may be executed by any number of counterparts and by different signatories on separate counterparts, each of which shall constitute an original counterpart thereof and all of which taken together shall constitute one and the same document. One or more counterparts of this AVC may be delivered by facsimile or electronic transmission with the intent that it or they shall constitute an original counterpart thereof.

VII. NOTICE/DELIVERY OF DOCUMENTS

1. Whenever Respondent shall provide notice to the Attorney General under this AVC, that requirement shall be satisfied by sending notice to:

Office of the Illinois Attorney General
Attn: Consumer Fraud Bureau
500 South Second Street
Springfield, IL 62706

2. Any notices or other documents sent to Respondent pursuant to this AVC shall be sent to the following address:

ATTN: Legal Department, Baron App, Inc. d/b/a Cameo, 2045 West Grand Avenue, Suite B, PMB 71534, Chicago, IL 60612-1577

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Copy to: generalcounsel@cameo.com

3. All notices or other documents to be provided under this AVC shall be sent by U.S. mail, certified mail return receipt requested, or other nationally recognized courier service that provides for tracking services and identification of the person signing for the notice or document, and shall have been deemed to be sent upon mailing. Additionally, any notices or documents to be provided under this AVC shall also be sent by electronic mail if any email address has been provided for notice. Any party may update its address by sending written notice to the other party.

Consented and agreed to by:

PEOPLE OF THE STATE OF ILLINOIS,
by KWAME RAOUL,
ATTORNEY GENERAL OF ILLINOIS

BY: Philip Heimlich

Philip Heimlich
Assistant Attorney General
Consumer Fraud Bureau

DATE: 7/17/24

RESPONDENT
Baron App, Inc.

BY: DocuSigned by: Kandi Parsons: Outside Counsel to Baron

Printed Name: Kandi Parsons: Outside Cou

Printed Title: Shareholder, ZwillGen

DATE: