# UNITED STATES DISTRICT COURT EASTERN DISTRICT OF NEW YORK BROOKLYN COURTHOUSE

Celeste Reyes, individually and on behalf of all others similarly situated,

1:23-cv-03607

Plaintiff,

- against -

**Class Action Complaint** 

Badia Spices, Inc.,

Jury Trial Demanded

Defendant

Plaintiff alleges upon information and belief, except for allegations about Plaintiff, which are based on personal knowledge:

1. Badia Spices, Inc. ("Defendant") sells peppers described as "New Mexico Chili" replete with imagery associated with New Mexico in the form of indigenous markings and design under the Badia brand ("Product").



## I. CONSUMER DEMAND FOR AUTHENTICITY

- 2. Today's consumers are faced with increasing commercialization of products and seek brands that are genuine whisky from Scotland, sake from Japan, tomatoes from Italy, and chili peppers from New Mexico.
  - 3. For many, authenticity has overtaken quality as the prevailing purchasing criterion.
- 4. Consumers typically lack expertise in judging quality and are not readily able to assess organoleptic, sensory, nutritional and other attributes of a food because they will not know the criteria to use nor will they have the time or energy to do so.
- 5. The result is that product names incorporating a geographic place serve as a signal of quality.
- 6. This is because there is (1) an expectation that a product made in the location where it was originated and was developed will be of higher quality due to expertise and local knowledge and (2) a desire to support and maintain those local traditions and cultures at the expense of commoditized products.

# II. NEW MEXICO CHILI PEPPERS

- 7. New Mexico chili *Capsicum annuum 'New Mexico Group'* refers to a cultivar group of chili peppers grown in New Mexico for over 400 years.<sup>1</sup>
- 8. This crop has thrived because of the high altitude, desert climate, and rocky, mineral-rich soil, which provides distinct flavors and/or critical nutrients, unlike chili peppers grown anywhere else in the world.

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<sup>&</sup>lt;sup>1</sup> The correct spelling of chili, chile and chilli is a subject of significant debate. The only point agreed upon is the difference between the term "chili" and "chile" in the limited context of the dish known as "chili con carne," a beef dish with meat and beans, flavored by chili peppers and a staple of Superbowl parties.

- 9. Hundreds of years of experience in chili farming has created an institutional knowledge passed down through generations, encompassing the most exacting details which promote quality.
  - 10. This includes the correct time to harvest and the angles these plants should face.
- 11. Tourists and epicureans travel from far and wide to sample New Mexico's one-of-a-kind chili-based cuisine.
- 12. New Mexico chili is a key industry, employing over 5,000 New Mexicans and putting upwards of a billion dollars into state coffers.
- 13. However, the past 30 years has seen the number of acres devoted to New Mexico chili decline more than 70%
- 14. While drought brought on by global warming is one factor, the most significant threat has been lower priced imports of chili from China, India and Mexico.
- 15. According to one state leader and former chili farmer, "people [were] coming in and selling chili and saying it's from New Mexico, and some of it is being shipped in from Mexico or elsewhere."
- 16. The New Mexico Chile Association ("NMCA") has been at the forefront of efforts to protect its grower and processor members and the public from chili peppers labeled as being from New Mexico yet are from other locations.
- 17. In 2011, the New Mexico legislature enacted the New Mexico Chile Advertising Act ("NMCAA"), to protect the public against chili peppers marketed as being from New Mexico if they were not grown and harvested there.
- 18. The NMCAA requires that companies marketing chili peppers as being from New Mexico verify their products' origins and undergo rigorous examination for quality.

19. This has helped to restore the public's faith in New Mexico chili, but the overwhelming number of chili imports is a constant challenge to authentic New Mexico chili.

# III. NEW MEXICO CHILI NOT FROM NEW MEXICO

20. Even if consumers turned the package around they would not be informed the Product is not from New Mexico, because the ingredients identify "New Mexican chili" and the label is not required to disclose its country of origin.<sup>2</sup>



21. That the Product is not grown in New Mexico is only disclosed on Defendant's website, indicating the New Mexico chili peppers' country of origin is Mexico.

COUNTRY OF ORIGIN	Mexico
KNOWN ALLERGENS	None
UNIT UPC	033844006860
INGREDIENTS	New Mexico Chili, Sulfites

22. New Mexico Chili is deceptively misdescriptive as a name because the Product is not grown in New Mexico.

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<sup>&</sup>lt;sup>2</sup> Federal and identical state law exempts this type of chili pepper from mandatory country of origin labeling ("COOL"), but otherwise prohibits statements that are false and/or misleading.

- 23. New Mexico chili has not been so long and exclusively used by this brand that it is generally understood by consumers to mean the product of a particular manufacturer or distributor.
- 24. New Mexico chili is not so arbitrary or fanciful so that it is not generally understood by consumers to suggest a geographic origin such as a "moon pie."
- 25. New Mexico Chili is not a name whose market significance is generally understood by the consumer to connote a particular class, kind, type, or style of chili rather than to indicate geographical origin, because New Mexico chili refers to a specific type of chili pepper grown only in New Mexico.

## Jurisdiction and Venue

- 26. Jurisdiction is based on the Class Action Fairness Act of 2005 ("CAFA"). 28 U.S.C. § 1332(d)(2).
- 27. The aggregate amount in controversy exceeds \$5 million, including any statutory and punitive damages, exclusive of interest and costs.
  - 28. Plaintiff is a citizen of New York.
  - 29. Defendant is a citizen of Florida.
- 30. The class of persons Plaintiff seeks to represent includes persons who are citizens of different states from which Defendant is a citizen.
- 31. The members of the class Plaintiff seeks to represent are more than 100, because the Product has been sold with the representations described here from thousands of stores including grocery stores, big box stores, gas stations and convenience stores, in the States Plaintiff seeks to represent.
- 32. Venue is in this District with assignment to the Brooklyn Courthouse because Plaintiff resides in Richmond County and a substantial part of the events or omissions giving rise

to these claims occurred in Richmond County, including Plaintiff's purchase, reliance on the identified statements and omissions, and subsequent awareness they were false and misleading.

### **Parties**

- 33. Plaintiff Celeste Reyes is a citizen of Staten Island, Richmond County, New York.
- 34. Defendant Badia Spices, Inc. is a Florida corporation with a principal place of business in Miami, Florida.
- 35. Defendant is a leading seller of spices under its own brand and third-parties, otherwise known as "private label."
- 36. Plaintiff is like many consumers who values foods and other products which have a connection to their original location.
- 37. Plaintiff read and relied on "New Mexico Chilis" and the Native American graphics to believe it had a bona fide connection to the referenced place.
  - 38. Plaintiff did not know the Product was not from the referenced place.
- 39. Plaintiff purchased the Product between June 2020 and the present at stores of the type where one buys spices and seasonings, such as grocery stores, convenience stores, ethnically-focused specialty stores, and/or bodegas near where she lives, such as the Western Beef Supermarket in Staten Island.
- 40. Plaintiff paid more money for the Product believing it had the attributes of those items which were from the designated location and supported the communities which grew them than she would have paid had she known it was from Mexico and not New Mexico.
- 41. The value of the Product that Plaintiff purchased was materially less than its value as represented by Defendant.
  - 42. As a result of the false and misleading representations, the Product is sold at a

premium price, \$6.99 for 6.0 oz, excluding tax and sales.

# Class Allegations

43. Plaintiff seeks certification under Fed. R. Civ. P. 23 of the following classes:

**New York Class:** All persons in the State of New York who purchased the Product during the statutes of limitations for each cause of action alleged;

Consumer Fraud Multi-State Class: All persons in the States of North Dakota, Utah, Idaho, Alaska and West Virginia who purchased the Product during the statutes of limitations for each cause of action alleged.

- 44. Common questions of issues, law, and fact predominate and include whether Defendant's representations were and are misleading and if Plaintiff and class members are entitled to damages.
- 45. Plaintiff's claims and basis for relief are typical to other members because all were subjected to the same unfair, misleading, and deceptive representations, omissions, and actions.
- 46. Plaintiff is an adequate representative because her interests do not conflict with other members.
- 47. No individual inquiry is necessary since the focus is only on Defendant's practices and the class is definable and ascertainable.
- 48. Individual actions would risk inconsistent results, be repetitive and are impractical to justify, as the claims are modest relative to the scope of the harm.
- 49. Plaintiff's counsel is competent and experienced in complex class action litigation and intends to protect class members' interests adequately and fairly.

# New York General Business Law ("GBL") §§ 349 and 350 (New York Class)

50. Plaintiff incorporates by reference all preceding paragraphs.

- 51. Plaintiff expected the Product's origin was the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.
- 52. Plaintiff would not have purchased the Product or paid as much if the true facts had been known, suffering damages.

# <u>Violation of State Consumer Fraud Acts</u> (Consumer Fraud Multi-State Class)

- 53. The Consumer Fraud Acts of the States in the Consumer Fraud Multi-State Class are similar to the consumer protection statute invoked by Plaintiff and prohibit the use of unfair or deceptive practices.
- 54. The members of the Consumer Fraud Multi-State Class were harmed in the same way as Plaintiff, and may assert their consumer protection claims under the Consumer Fraud Acts of their States and/or the consumer protection statute invoked by Plaintiff.

# Breaches of Express Warranty, Implied Warranty of Merchantability/Fitness for a Particular Purpose and Magnuson Moss Warranty Act, 15 U.S.C. §§ 2301, et seq.

- 55. The Product was manufactured, identified, marketed, and sold by Defendant and expressly and impliedly warranted to Plaintiff that its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.
- 56. Defendant directly marketed the Product to Plaintiff through its advertisements and marketing, through various forms of media, on the packaging, in print circulars, direct mail, product descriptions, and targeted digital advertising.
- 57. Defendant knew the product attributes that potential customers like Plaintiff were seeking and developed its marketing and labeling to directly meet their needs and desires, which

was the consumption of foods tied to particular communities which have a heritage and expertise in producing them, because that supports those communities and results in a superior product.

- 58. The representations about the Product were conveyed in writing and promised it would be defect-free, and Plaintiff understood this meant its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.
- 59. Defendant's representations affirmed and promised that the Product's origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.
- 60. Defendant described the Product so Plaintiff believed its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not, which became part of the basis of the bargain that it would conform to its affirmations and promises.
- 61. Defendant had a duty to disclose and/or provide non-deceptive promises, descriptions and marketing of the Product.
- 62. This duty is based on Defendant's outsized role in the market for spices and seasonings as the owner of the Badia brand.
  - 63. Plaintiff recently became aware of Defendant's breach of the Product's warranties.
- 64. Plaintiff provided or provides notice to Defendant, its agents, representatives, retailers, and their employees that it breached the Product's warranties.
- 65. Defendant received notice and should have been aware of these issues due to complaints by consumers and third-parties, including regulators and competitors, to its main offices and through online forums.

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66. The Product did not conform to its affirmations of fact and promises due to Defendant's actions.

67. The Product was not merchantable because it was not fit to pass in the trade as advertised, not fit for the ordinary purpose for which it was intended and did not conform to the promises or affirmations of fact made on the packaging, container, or label, because it was marketed as if its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.

68. The Product was not merchantable because Defendant had reason to know the particular purpose for which it was bought by Plaintiff, because she expected that its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not, and she relied on its skill and judgment to select or furnish such a suitable product.

## Fraud

69. Defendant misrepresented and/or omitted the attributes and qualities of the Product, that its origin was in the place indicated in its name and labeling, and had the sensory, organoleptic, nutritional and/or other attributes such items have been known for, when it did not.

### **Unjust Enrichment**

70. Defendant obtained benefits and monies because the Product was not as represented and expected, to the detriment and impoverishment of Plaintiff and class members, who seek restitution and disgorgement of inequitably obtained profits.

# Jury Demand and Prayer for Relief

Plaintiff demands a jury trial on all issues.

### **WHEREFORE**, Plaintiff prays for judgment:

1. Certifying Plaintiff as representative and the undersigned as counsel for the class;

- 2. Awarding monetary, statutory and/or punitive damages and interest;
- 3. Awarding costs and expenses, including reasonable attorney and expert fees; and
- 4. Other and further relief as the Court deems just and proper.

Dated: May 15, 2023

Respectfully submitted,

# /s/ Spencer Sheehan

Sheehan & Associates, P.C. 60 Cuttermill Rd Ste 412 Great Neck NY 11021 (516) 268-7080 spencer@spencersheehan.com

James Chung Law Office 4322 216th St Bayside NY 11361 (718) 461-8808 jchung\_77@msn.com JS 44 (Rev. 02/19)

Case 1:23-cv-03607 Document 1-1 Filed 05/15/23 Page 1 of 2 PageID #: 12 CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (See instructions on next page of this form.)

purpose of illitiating the civil d	ocket sneet. (See instruction	s on next page of this form.	)			
I. (a) PLAINTIFFS Celeste Reyes, individually and on behalf of all or similarly situated			hers	DEFENDANTS Badia Spices, 1	Inc.	
(b) County of Residence of	of First Listed Plaintiff	Richmond		County of Residence	of First Listed Defendan	ut
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(c) Attorneys (Firm Name, Sheehan & Associates, P.			c NY	Attorneys (If Known)		
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IV. NATURE OF SUI		nly) DRTS	F	ORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
☐ 110 Insurance	PERSONAL INJURY	PERSONAL INJURY		25 Drug Related Seizure	☐ 422 Appeal 28 USC 158	
☐ 120 Marine ☐ 130 Miller Act	☐ 310 Airplane ☐ 315 Airplane Product	☐ 365 Personal Injury - Product Liability	□ 69	of Property 21 USC 881 90 Other	☐ 423 Withdrawal 28 USC 157	☐ 376 Qui Tam (31 USC 3729(a))
☐ 140 Negotiable Instrument	Liability	☐ 367 Health Care/				☐ 400 State Reapportionment
☐ 150 Recovery of Overpayment & Enforcement of Judgmen		Pharmaceutical Personal Injury			PROPERTY RIGHTS  ☐ 820 Copyrights	☐ 430 Banks and Banking
<ul><li>☐ 151 Medicare Act</li><li>☐ 152 Recovery of Defaulted</li></ul>	☐ 330 Federal Employers' Liability	Product Liability  ☐ 368 Asbestos Personal			□ 830 Patent □ 840 Trademark	☐ 450 Commerce ☐ 460 Deportation
Student Loans	☐ 340 Marine	Injury Product				☐ 470 Racketeer Influenced and
(Excludes Veterans)  ☐ 153 Recovery of Overpayment	☐ 345 Marine Product Liability	Liability PERSONAL PROPER	TY 71	LABOR 10 Fair Labor Standards	SOCIAL SECURITY  Begin to 861 HIA (1395ff)	Corrupt Organizations  480 Consumer Credit
of Veteran's Benefits  ☐ 160 Stockholders' Suits	☐ 350 Motor Vehicle ☐ 355 Motor Vehicle	<ul><li> ☑ 370 Other Fraud</li><li> ☐ 371 Truth in Lending</li></ul>		Act 20 Labor/Management	☐ 862 Black Lung (923) ☐ 863 DIWC/DIWW (405	490 Cable/Sat TV  850 Securities/Commodities/
☐ 190 Other Contract	Product Liability	☐ 380 Other Personal		Relations	☐ 864 SSID Title XVI	Exchange
<ul><li>☐ 195 Contract Product Liability</li><li>☐ 196 Franchise</li></ul>	☐ 360 Other Personal Injury	Property Damage  ☐ 385 Property Damage		40 Railway Labor Act 51 Family and Medical	□ 865 RSI (405(g))	<ul><li>□ 890 Other Statutory Actions</li><li>□ 891 Agricultural Acts</li></ul>
	☐ 362 Personal Injury - Medical Malpractice	Product Liability	□ 70	Leave Act 90 Other Labor Litigation		<ul> <li>□ 893 Environmental Matters</li> <li>□ 895 Freedom of Information</li> </ul>
REAL PROPERTY	CIVIL RIGHTS	PRISONER PETITION		1 Employee Retirement	FEDERAL TAX SUIT	
☐ 210 Land Condemnation ☐ 220 Foreclosure	☐ 440 Other Civil Rights ☐ 441 Voting	Habeas Corpus:  ☐ 463 Alien Detainee		Income Security Act	☐ 870 Taxes (U.S. Plaintif or Defendant)	□ 899 Administrative Procedure
☐ 230 Rent Lease & Ejectment☐ 240 Torts to Land	☐ 442 Employment ☐ 443 Housing/	☐ 510 Motions to Vacate Sentence	;		□ 871 IRS—Third Party 26 USC 7609	Act/Review or Appeal of Agency Decision
☐ 245 Tort Product Liability	Accommodations	☐ 530 General			20 050 7007	☐ 950 Constitutionality of State Statutes
☐ 290 All Other Real Property	☐ 445 Amer. w/Disabilities- Employment	☐ 535 Death Penalty Other:	□ 4 <i>€</i>	IMMIGRATION 52 Naturalization Application		State Statutes
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Proceeding Sta	ate Court	Appellate Court	Reo	pened Another (specify)	District Litig	gation
		atute under which you a	re filing (	Do not cite jurisdictional stat	utes unless diversity):	
VI. CAUSE OF ACTION	ON 28 USC § 1332  Brief description of c	ance.				
	False advertising	ause.				
VII. REQUESTED IN COMPLAINT:	☐ CHECK IF THIS UNDER RULE 2	IS A <b>CLASS ACTION</b> 23, F.R.Cv.P.	N I	DEMAND \$	CHECK YES JURY DEMA	only if demanded in complaint:  AND: ☑ Yes ☐ No
VIII. RELATED CA	SE(S)					
IF ANY	(See instructions):	JUDGE			DOCKET NUMBER	
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5/15/2023		/s/ Spencer She	ehan			
FOR OFFICE USE ONLY  RECEIPT # A	MOUNT	ADDI VING IED		нист	ъта	G HIDGE
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exclusive of interest and costs, are eligible for compulsory arbitration. The amount of damages is presumed to be below the threshold amount unless a certification to the contrary is filed. Case is Eligible for Arbitration Spencer Sheehan plaintiff , do hereby certify that the above captioned civil action is ineligible for , counsel for compulsory arbitration for the following reason(s): monetary damages sought are in excess of \$150,000, exclusive of interest and costs, the complaint seeks injunctive relief, the matter is otherwise ineligible for the following reason DISCLOSURE STATEMENT - FEDERAL RULES CIVIL PROCEDURE 7.1 Identify any parent corporation and any publicly held corporation that owns 10% or more or its stocks: **RELATED CASE STATEMENT (Section VIII on the Front of this Form)** Please list all cases that are arguably related pursuant to Division of Business Rule 50.3.1 in Section VIII on the front of this form. Rule 50.3.1 (a) provides that "A civil case is "related" to another civil case for purposes of this guideline when, because of the similarity of facts and legal issues or because the cases arise from the same transactions or events, a substantial saving of judicial resources is likely to result from assigning both cases to the same judge and magistrate judge." Rule 50.3.1 (b) provides that "A civil case shall not be deemed "related" to another civil case merely because the civil case: (A) involves identical legal issues, or (B) involves the same parties." Rule 50.3.1 (c) further provides that "Presumptively, and subject to the power of a judge to determine otherwise pursuant to paragraph (d), civil cases shall not be deemed to be "related" unless both cases are still pending before the court." NY-E DIVISION OF BUSINESS RULE 50.1(d)(2) 1.) Is the civil action being filed in the Eastern District removed from a New York State Court located in Nassau or Suffolk County? Yes No 2.) If you answered "no" above: a) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in Nassau or Suffolk County? Yes No b) Did the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in the Eastern District? Yes No c) If this is a Fair Debt Collection Practice Act case, specify the County in which the offending communication was received: If your answer to question 2 (b) is "No," does the defendant (or a majority of the defendants, if there is more than one) reside in Nassau or Suffolk County, or, in an interpleader action, does the claimant (or a majority of the claimants, if there is more than one) reside in Nassau or Yes (Note: A corporation shall be considered a resident of the County in which it has the most significant contacts). **BAR ADMISSION** I am currently admitted in the Eastern District of New York and currently a member in good standing of the bar of this court. lacksquareYes No Are you currently the subject of any disciplinary action (s) in this or any other state or federal court? Yes (If yes, please explain Nο I certify the accuracy of all information provided above. Signature: /s/Spencer Sheehan

Case 1:23-cv-GEROFIFICATION OF ARRITRATION ELIGIBILITY age D #: 13

Local Arbitration Rule 83.7 provides that with certain exceptions, actions seeking money damages only in an amount not in excess of \$150,000,

# United States District Court

for the

Eastern District of New York

Celeste Reyes, individually others similarly situated,	and on behalf of all	) ) )
Plaintiff(a)		, )
Plaintiff(s)		Civil Action No. 1:23-cy-03607
V.		) CIVII ACUOII NO. 1.23-EV-03007
Badia Spices, Inc.,		)
Badia Spices, Inc.,		)
		)
Defendant(s	)	)
	SUMMONS IN	A CIVIL ACTION
To: (Defendant's name and address)	Badia Spices, Inc.	
	c/o Nancy Badia 1400 NW 93rd Ave	
	Doral FL 33172-2923	
A lawsuit has been filed	l against you.	
are the United States or a United P. 12 (a)(2) or (3) — you must sthe Federal Rules of Civil Proce whose name and address are:	d States agency, or an office serve on the plaintiff an ans dure. The answer or motion	ou (not counting the day you received it) — or 60 days if you er or employee of the United States described in Fed. R. Civ. swer to the attached complaint or a motion under Rule 12 of n must be served on the plaintiff or plaintiff's attorney, e.C., 60 Cuttermill Rd Ste 412 Great Neck NY 11021-
If you fail to respond, ju You also must file your answer		entered against you for the relief demanded in the complaint.
		CLERK OF COURT
Date:		
		Signature of Clerk or Deputy Clerk

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No. 1:23-cv-03607

# PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

	This summons for (name	ne of individual and title, if a	any)				
was red	ceived by me on (date)		<u> </u>				
	☐ I personally served	the summons on the in	dividual at (place)				
	on (date)				; or		
	☐ I left the summons at the individual's residence or usual place of abode with (name)						
		, a person of suitable age and discretion who resides th					
	on (date), and mailed a copy to the individual's last known address; or				_		
	☐ I served the summo			, who is			
	designated by law to a	accept service of proces	ss on behalf of (name	of organization)			
		on (date)					
	☐ I returned the summons unexecuted because					; or	
	☐ Other ( <i>specify</i> ):						
	My fees are \$	for travel and	\$	for services, for a total of \$			
	I declare under penalty of perjury that this information is true.						
Date:		_					
			Server's signature				
		<u>-</u>	Printed name and title				
		-		Server's address			

Additional information regarding attempted service, etc: