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STATE OF WASHINGTON
KING COUNTY SUPERIOR COURT

STATE OF WASHINGTON,

Plaintiff,

v.

MICHAEL-JON MATTHEW HICKEY
f/d/b/a NEW SEATTLE TALENT; WEST
COAST TALENT, INC.; CASTING
SEATTLE; FMH MODELING; SEATTLE
TALENT; and ACTIVE
ENTERTAINMENT,

Defendant.

NO.

COMPLAINT FOR INJUNCTIVE AND
OTHER RELIEF

COMES NOW PLAINTIFF, State of Washington, by and through its attorneys Robert W. Ferguson, Attorney General, Andrea M. Alegrett, Assistant Attorney General, and Leilani N. Fisher, Assistant Attorney General, and brings this action against Defendant Michael-Jon Matthew Hickey (“Matt Hickey” or “Hickey”) d/b/a New Seattle Talent, West Coast Talent Inc., Casting Seattle, FMH Modeling, Seattle Talent, and Active Entertainment (collectively “New Seattle Talent”) for violations of the Consumer Protection Act, RCW 19.86, and the Commercial Electronic Mail Act, RCW 19.190.

I. INTRODUCTION

1.1 For nearly a decade, Defendant Matt Hickey posed as a talent recruiter named “Deja Stwalley” in order to deceive women for his own personal gain. Defendant represented that Stwalley runs a “woman-owned” talent recruiting company, known as New Seattle Talent, and could safely place women in high paying jobs within the adult entertainment industry. However, Defendant had no intention of securing jobs for these women. He created a fictional business and audition process to obtain nude photos for his photography portfolio and to satisfy his sexual desires.

1.2 Defendant’s scheme was not a simple matter of misrepresentations designed to meet women. He created an elaborate business enterprise that offered and advertised commercial services to prospective actresses. Defendant promoted New Seattle Talent as a “woman-founded and woman-owned” business that “take[s] the talent’s safety and welfare seriously.” It claimed to serve as “matchmakers between amateurs and the people who seek them for adult internet/films/productions and more.” New Seattle Talent purportedly matched prospective actresses with jobs by creating talent portfolios for women and promoting those portfolios to producers.

1.3 Defendant recruited prospective actresses online and solicited them through Facebook. First, Matt Hickey identified young women between the ages of 17 and 25 on Facebook. He then contacted those young women through the Stwalley profile and presented them with an opportunity to audition for a local indie/alternative adult film studio. Stwalley assured each woman that they “TOTALLY have the look they’re going for” and could make anywhere from \$1,200 to \$3,500 a day. To be considered for these upcoming opportunities, all they needed to do was “audition with one of our specially chosen ‘hunks’.” All auditions were in fact conducted exclusively by Matt Hickey.

1.4 Defendant developed a three step-audition process where he collected photos and personal data for the talent portfolios. First, women who auditioned underwent a job

1 interview where they answered a series of questions, signed a photo release, and presented
2 their driver's license. Second, women posed for a professional nude photo shoot with Matt
3 Hickey. Third, women had sex with Hickey as an "attitude test" to be included in the portfolio.
4 When one woman questioned the veracity of the employment opportunity, Defendant assured
5 her that "there are scammers out there, but that's WHY I do this."

6 1.5 Defendant never secured or attempted to secure employment for these women.
7 Defendant had no contacts in the adult film industry and deceived women by fabricating the
8 job opportunities he advertised. Yet, Defendant repeatedly promised women that studios were
9 interested in hiring them. For example, he told one woman "might have something in Portland
10 too dunno yet though waiting on the details." Despite never taking any action to obtain
11 employment for women, Stwalley repeatedly encouraged women to schedule additional photo
12 shoots with Hickey. Defendant persisted with deceiving these women for months and in some
13 instances for years.

14 1.6 Defendant's misrepresentations extended well beyond the Deja Stwalley profile.
15 Defendant created business websites, e-mail addresses, and utilized a Google Voice phone
16 number with a Las Vegas area code to further the veil of legitimacy. Furthermore, Defendant
17 created a second fake online profile named "Chrissy Baaten" to serve as an endorsement of
18 Stwalley's business. Baaten wrote to one woman, "I'm in the industry. [D]eja hooked me up
19 last year AND I LOVE IT." Through this fake account Defendant assured women that they
20 could make money working with Stwalley. Baaten also told women that they should be taking
21 photos with Matt Hickey "every six months at least." Unbeknownst to those contacted by
22 Baaten, the email address Defendant used to register this account was
23 fakegirl@matthickey.com.

24 1.7 In addition to the loss of job opportunity, time, effort, and money, these women
25 suffered an intangible loss of their bodily integrity and privacy. Matt Hickey continues to
26 maintain sole control over the hundreds or even thousands of photos he deceptively obtained

1 and, to this day, some of the photos still appear online.

2 **II. PARTIES**

3 2.1 Plaintiff is the State of Washington.

4 2.2 Defendant Michael-Jon Matthew Hickey (“Matt Hickey” or “Hickey”) is an
5 individual who, at all times relevant to this Complaint, resided in Washington State.

6 2.3 Defendant operated a sole proprietorship through which he marketed and
7 advertised talent recruiting services to Washington consumers. Defendant conducted his
8 proprietorship using unregistered trade names, including New Seattle Talent, West Coast
9 Talent Inc., Casting Seattle, FMH Modeling, Seattle Talent, and Active Entertainment. These
10 trade names as used by Defendant are indistinct entities and collectively referred to in this
11 Complaint as “New Seattle Talent.” West Coast Talent, Inc., Seattle Talent, and Active
12 Entertainment LLC are trade names registered to other businesses that are not affiliated with
13 Defendant.

14 2.4 Defendant represents that New Seattle Talent operates out of Las Vegas,
15 Nevada. However, upon information and belief, New Seattle Talent’s principle place of
16 business is Seattle, Washington.

17 **III. JURISDICTION AND VENUE**

18 3.1 The Attorney General is authorized to bring an action to prohibit unfair or
19 deceptive acts or practices in the conduct of trade or commerce under the Consumer Protection
20 Act, RCW 19.86.080, and the Commercial Electronic Mail Act, RCW 19.190.100.

21 3.2 The violations alleged in this Complaint are injurious to the public interest.

22 3.3 This Court has personal jurisdiction over Defendant pursuant to RCW 4.28.180,
23 RCW 4.28.185, and RCW 19.86.160 because the acts alleged have been committed in this
24 State.

25 3.4 Venue is proper in King County pursuant to RCW 4.12.025 because Defendant
26 committed the actions alleged in this Complaint in whole or in part in King County.

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IV. FACTS

A. Defendant Developed a Multifaceted Scheme to Represent Himself as an Adult Entertainment Recruiter and Talent Company

4.1 Matt Hickey is a technology blogger and aspiring photographer who resides in Seattle, Washington. He posed as a talent recruiter named “Deja Stwalley” in order to solicit women for nonexistent job opportunities in the adult entertainment industry. Hickey represented that Stwalley operated a talent recruiting agency known as “New Seattle Talent,” which had an experienced “team” consisting of “three women and two men.” However, New Seattle Talent was created, directed, and controlled exclusively by Matt Hickey and has no other agents.

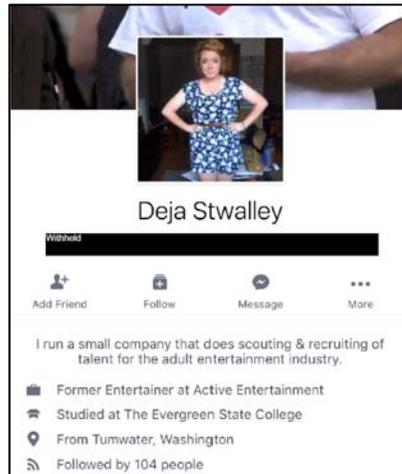
4.2 Matt Hickey represented to Washington consumers that New Seattle Talent and Deja Stwalley have successfully and safely secured employment opportunities for women in the adult entertainment industry. However, upon information and belief, Matt Hickey has no connections in the adult entertainment industry, has never worked as a professional talent scout, and has never successfully placed women in paid employment opportunities within the adult entertainment industry. Matt Hickey manufactured a business enterprise and created a fake talent recruiter profile solely to obtain nude photos for his photography portfolio and to satisfy his sexual desires.

1. Defendant posed as a talent recruiter named “Deja Stwalley”

4.3 Upon information and belief, Matt Hickey first posed as a fake talent recruiter named “Deja Stwalley” on Myspace in 2006. On December 25, 2011, Defendant created a similar recruiter profile on Facebook under the same name. (Deja Stwalley Facebook Profile (Ex. 1)). Deja Stwalley is the name of Matt Hickey’s former classmate from Olympia. She was never involved in Defendant’s business scheme and never authorized him to use her name for any purpose.

4.4 The Facebook profile claimed that Stwalley lives in Las Vegas, Nevada and that

1 she “run[s] a small company that does scouting & recruiting for the adult entertainment
2 industry.” For the Stwalley profile picture, Defendant utilized the photo of a young woman he
3 met while living in Washington D.C. This woman was never involved in Defendant’s business
4 scheme and never authorized him to use her photo for any purpose.



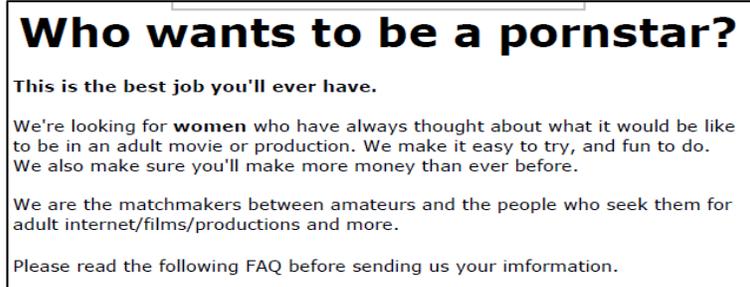
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12 **Figure 1 - Deja Stwalley Facebook Profile (Ex. 1)**

13 4.5 To enhance the profile’s appearance as belonging to a talent recruiter,
14 Defendant used the Facebook User ID Deja.Casting, www.facebook.com/deja.casting.
15 Defendant also incorporated various false details in the “about me” and “employment history”
16 sections of the profile to establish Stwalley’s credibility. For example, Defendant stated that
17 Stwalley is from Tumwater, Washington and used to work for a Seattle-based company called
18 Active Entertainment, LLC. Active Entertainment, LLC has no employment records for any
19 person named “Deja Stwalley” or “Matthew Hickey.”

20 4.6 Defendant used the Stwalley profile to market commercial services to
21 prospective actresses by: (1) sending unsolicited messages to women on Facebook; (2) posting
22 job opportunities on Stwalley’s Facebook page; and (3) asking prospective actresses to recruit
23 friends who may be interested in working with New Seattle Talent. Since creating the Stwalley
24 account, Defendant’s fake profile gained over a thousand Facebook friends.

1 **2. Defendant represented that New Seattle Talent is a talent recruiting agency**
2 **that offers commercial services to prospective actresses**

3 4.7 Defendant misrepresented that New Seattle Talent was a talent recruiting
4 company owned and operated by Deja Stwalley. As stated on the company’s website, “We
5 work as recruiters and scouts for some of the top studios in the Northwest. Our goal is to be the
6 top recruiting group for girls in America. We’re woman-founded and woman-owned, and take
7 the talent’s safety and welfare seriously.” (New Seattle Talent Website (Ex. 2)).



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12 **Figure 2 - NewSeattleTalent.com FAQ (Ex. 2)**

13 4.8 Defendant deceptively claimed that New Seattle Talent matched women with
14 jobs in the adult entertainment industry. Defendant offered commercial services to prospective
15 actresses that included creating talent portfolios and promoting those portfolios to film
16 producers. As stated on New Seattle Talent’s website:

17 Your photos and interview data will be added to the New Seattle
18 Talent books. These books are shown to producers on a weekly
19 basis or when they’re in need of new talent. If a producer thinks
20 you’ve got the look and attitude they’re looking for, they’ll get in
21 contact with you to discuss work terms.

22 (See Ex. 2). Stwalley confirmed that “the audition gets you into the books[,] which gets you to
23 producers.” Stwalley also referred to this book as a “database” or “listing page.” However,
24 Defendant never created or promoted the advertised talent portfolios.

25 4.9 The creation and promotion of the talent portfolios was a complimentary service
26 provided only to actresses that passed a pre-screening and audition process. New Seattle Talent

1 | deceptively advertised that it receives “a monthly retainer” from adult film studio clients,
2 | which include Active Entertainment, Dorm Angels, no FauXXX, Burning Angel, 3rd Degree,
3 | Femme Productions, Anabolic, House of Gor, and Rodney Moore.

4 | **Is there a fee that I need to pay to audition?**

5 | No. Studios and videographers and photographers give us a monthly retainer for our
6 | services. Everything we do is free to you!

7 | **Figure 3 - FAQ Page at New SeattleTalent.com (Ex. 2)**

8 | 4.10 To further deceive consumers, Defendant provided prospective actresses with
9 | websites, phone numbers, business addresses, and email addresses associated with New Seattle
10 | Talent and Deja Stwalley. For example:

11 | a. In 2006, Defendant registered the e-mail account seattle.talent@gmail.com to
12 | “Deja Stwalley” and used this address to send business e-mails on behalf of New Seattle
13 | Talent.

14 | b. In 2007, Defendant created and launched New Seattle Talent’s business website
15 | at www.newseattletalent.com. This website included a Frequently Asked Questions page and
16 | an online audition application form. (See Ex. 2). On October 12, 2011, Defendant changed the
17 | administrative contact for this website to Deja Stwalley at FMH Modeling, 17229 Bell Drive,
18 | Las Vegas, Nevada 89123.

19 | c. On December 26, 2011, the day after creating the Stwalley Facebook profile,
20 | Defendant used seattle.talent@gmail.com to register a Google Voice phone number with a Las
21 | Vegas Area code. He gave this phone number to prospective actresses as a means of contacting
22 | Stwalley.

23 | d. On December 27, 2011, Defendant created and launched a business website at
24 | www.castingseattle.com. Defendant listed the registrant as “Deja Stwalley” at
25 | seattle.talent@gmail.com.

26 | e. Defendant represented through a Talent Release Agreement that Stwalley and
Matt Hickey are affiliated with West Coast Talent, Inc. located at 233 South 6th Street, Las

1 Vegas, Nevada. (Talent Release Agreement for Nude Photographs (Ex. 3)). This address is the
2 location of an abandoned hotel named El Cid that has been at that location since 1973.

3 f. Defendant provided his company website, www.seattletalent.com, to
4 prospective actresses. However, Defendant never owned or operated this website.
5 Seattletalent.com has always been registered and operated by Rook Media AG or its
6 predecessor, which has no affiliation with Matt Hickey, Deja Stwalley, or New Seattle Talent,
7 Inc.

8 3. Defendant created fake consumer profiles to endorse his business

9 4.11 Defendant created multiple fake Facebook profiles to further legitimize
10 Stwalley's talent recruiting business. In 2015, Matt Hickey created a Facebook profile to pose
11 as a woman named "Chrissy Baaten." (Chrissy Baaten Facebook Profile (Ex. 4)). According to
12 the profile, Baaten resides in Tacoma and her hometown is Olympia. Like Stwalley, Baaten
13 studied at The Evergreen State College. The e-mail address Defendant used to register this
14 account was fakegirl@matthickey.com.

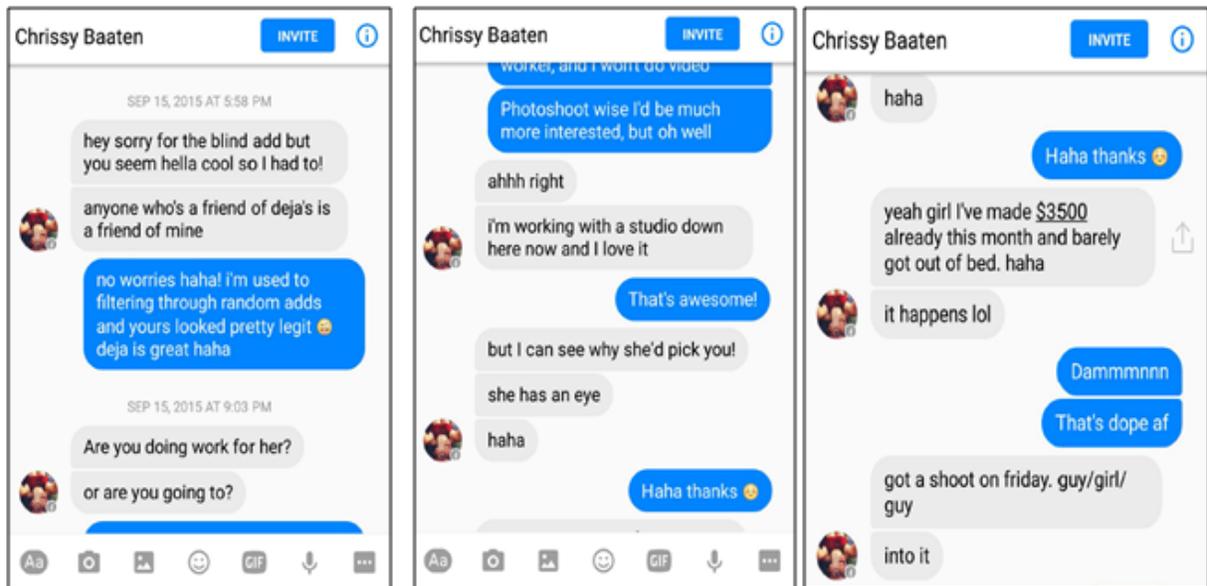


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22 **Figure 4 - Chrissy Baaten Facebook Profile (Ex. 4)**

23 4.12 Defendant utilized the Baaten profile to contact women solicited by Stwalley
24 and encourage them to work with New Seattle Talent. Baaten told women that she was
25 recruited by Stwalley and is now a successful actress in the adult entertainment industry; "I'm
26 in the industry. [D]eja hooked me up last year AND I LOVE IT." Baaten reassured women that

1 they can make money working with Stwalley and told one woman, “I’ve made \$3500 already
2 this month and barely got out of bed.” Baaten also encouraged women to take photos with Matt
3 Hickey “every six months at least.” All communications sent by Baaten were in fact sent by
4 Matt Hickey.

5 4.13 Upon information and belief, Defendant created and used other fake profiles to
6 endorse Stwalley and New Seattle Talent.



16 Figure 5 - Chrissy Baaten Facebook Endorsement

17 B. Defendant Marketed Talent Recruiting Services to Washington Consumers

18 4.14 Defendant claimed that New Seattle Talent and its agents have “been in the
19 industry at least five years each, and have the track record to prove it.” (*See* Ex. 2). He
20 represented that New Seattle Talent and Deja Stwalley used their vast experience and exclusive
21 insider knowledge about the adult entertainment industry to help prospective actresses find
22 paying jobs. However, Defendant never secured or attempted to secure employment for these
23 women and no woman ever obtained employment as a result of working with Defendant.

24 1. Defendant solicited Washington consumers for nonexistent job opportunities

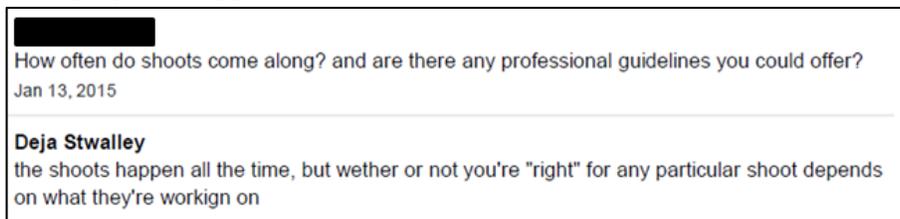
25 4.15 Defendant utilized his Deja Stwalley Facebook account to send unsolicited
26 promotional messages to young women, usually between the ages of 17 to 25. These Facebook

1 messages generally started the same way: “I just wanted to say hi and that I like your style.
2 And that I hope you don’t mind me adding you?” Defendant, posing as Stwalley, then told
3 women that Stwalley is an experienced “recruiter/scout” for various indie adult entertainment
4 studios, has worked in the industry since 2012, and started her business to “help girls who are
5 interested get into the industry safely.” All communications sent by Stwalley were in fact sent
6 by Matt Hickey.



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15 **Figure 6 - Deja Stwalley Facebook Solicitation**

16 4.16 Stwalley assured each woman that they have a unique “look” that is perfect for
17 a current job opening. For example, Stwalley told one woman, “I do scouting and recruiting for
18 a few adult entertainment studios. [I]t’s hella good money and a lot of fun and you TOTALLY
19 have the look they’re going for right now.” Stwalley told another woman that “there’s a studio
20 up there casting now and you’d be SO PERFECT” or “some girls just don’t have ‘it,’ but you
21 do[.]” Defendant, however, had no contacts in the adult entertainment industry and had no
22 knowledge of employment opportunities for women.



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26 **Figure 7 - Deja Stwalley Facebook Solicitations**

1 4.17 In some instances, Stwalley gave pointed details about why a woman was
2 uniquely qualified for a high-paying opportunity. Stwalley told one woman that she has the
3 “tats and piercings and a ‘smart punk nerd’ vibe” that a studio is looking for. Stwalley told
4 another woman that reputable local film studios “are literally looking for a girl with piercings
5 for a guy girl girl vid shoot in [M]ay, so you might be my new ‘look what I found.’” When one
6 woman told Stwalley that she was under 18, Stwalley responded, “cool. I’m patient lol but I
7 know a studio you’d be great for.” This young woman ended up auditioning for New Seattle
8 Talent. Defendant, however, had no qualifications or business expertise needed to determine
9 the likely success of an actress in the adult entertainment industry.



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Figure 8 - Deja Stwalley Facebook Job Post

15 4.18 Defendant provided seemingly nonpublic details about film studios and
16 advertised upcoming paid jobs. For example, Defendant posted on his Stwalley Facebook wall
17 an opportunity to work for a studio in Hawaii and another opportunity to work for a studio in
18 Tacoma. Defendant also told multiple women that Stwalley was recruiting for
19 dormangels.com, which was re-launching its website.

20 4.19 Defendant represented that Stwalley knew how to navigate the regulated world
21 of adult film, including that studios require all actors to undergo sexually transmitted infection
22 (STI) testing every 30 days. Defendant also told women that they would be paired with
23 someone with the same STI during the audition.
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1 **Deja Stwalley**
2 but it does pay super well AND it's a lot of fun
3 it's not the lame LA porn machine stuff, this is indie sex-positive stuff
4 my job is to help girls get into the industry without getting screwed over
5 😊
6 is that anything you'd be interested in?
7 Jan 13, 2015 · Sent from Web

8 **Figure 9 - Deja Stwalley Facebook Solicitation**

9 4.20 At all times, Defendant emphasized the commercial nature of the services and
10 job opportunities offered by New Seattle Talent. Stwalley told prospective actresses that “this
11 is commercial, like you get paid” and “it’s a job.” Stwalley even chided women who failed to
12 make the distinction between romantic and commercial opportunities stating, “the money [] is
13 actually the main thing[]” because “it’s work [], not love [].”

14 4.21 After initiating contact with prospective actresses, Defendant offered each an
15 opportunity to audition for a “local studio” that is currently casting. These opportunities
16 promised “good money” ranging anywhere from \$1,200 to \$3,500 a day. For example,
17 Defendant represented that, “I can promise you that the studios I’m working for pay though lol.
18 If they like your audition then you can deal with them on the money but on average its [sic]
19 like 1200 a day 3 or 4 days a month (that’s why I do this LOL)[.]” In reality, these job
20 opportunities did not exist and Defendant had no intention of helping women secure
21 employment.

22 **Deja Stwalley**
23 most girls do one to two shoots a month
24 you'd get about \$2k each to start

25 **Figure 10 - Deja Stwalley Facebook Solicitation**

26 4.22 Defendant also misrepresented that New Seattle Talent had successfully placed
actresses in paying jobs. For example, Stwalley told one woman that “my girl [R]iley is
making \$9000 a month and has a HUGE condo in [C]apitol [H]ill.” Defendant also posed as
Chrissy Baaten on Facebook and told women that she was recruited by Stwalley and made
\$3,500 in a single month. When one woman questioned the authenticity of the recruitment,

1 Defendant responded, “[T]here are scammers out there, but that’s WHY I do this.”

2 **Deja Stwalley**

3 my girl riley is making \$9000 a month and has a HUGE condo in capitol hill

4 **Figure 11 - Deja Stwalley Facebook Solicitation**

5 **2. Defendant required prospective actress to apply for an audition**

6 4.23 Defendant required all prospective actresses to apply for an audition in order to
7 be considered for the job opportunities advertised. New Seattle Talent’s website had an online
8 application form that requested the following information from all applicants: name; age; date
9 of birth; height; weight; race; “what types of sexual things you might specialize in”; address; e-
10 mail; phone number; and “how did you hear about us?” (*See* Ex. 2). The website claimed that
11 the information submitted through the online portal is “secure and safe.”

12 4.24 Prospective actresses could also apply by sending Stwalley sample nude
13 photographs, a detailed sexual history, and a photo of their driver’s license. These actresses
14 were also asked to Skype with Stwalley’s trusted photographer and ex-boyfriend, Matt Hickey.
15 The Skype interview was necessary so Hickey could “get a live look at what he’s working
16 with” because his services “ain’t cheap.” During the Skype meetings, Matt Hickey advised
17 women what to wear for the auditions, described the photo shoot process, and asked them to
18 show him their bodies. Defendant, through Stwalley, explained that this application process
19 was necessary to assess whether an actress had the look and attitude to succeed as an adult film
20 actress.

21 4.25 Women who completed the application phase advanced to the next state of
22 securing employment, an in-person audition with Matt Hickey. Stwalley provided professional
23 advice to women in preparation for the audition. She told one woman that “these photos might
24 make your career. Wear something that makes you feel hot but doesn’t leave marks.” Stwalley
25 told another woman “best thing you can do is not be nervous and take direction well[,] stay
26 fresh faced[,] and do as you’re told.”



Figure 12 - Deja Stwalley Facebook Solicitation

3. Defendant required prospective actresses to audition with Matt Hickey in order to be considered for job opportunities

4.26 New Seattle Talent’s website claimed that “Most of the time, you’ll audition with one of our specially chosen ‘hunks’, and our line producer and photographer might be there as well, depending on the time and place of your audition.” (See Ex. 2). In reality, all auditions were conducted by Matt Hickey and held primarily at his apartment in Seattle.

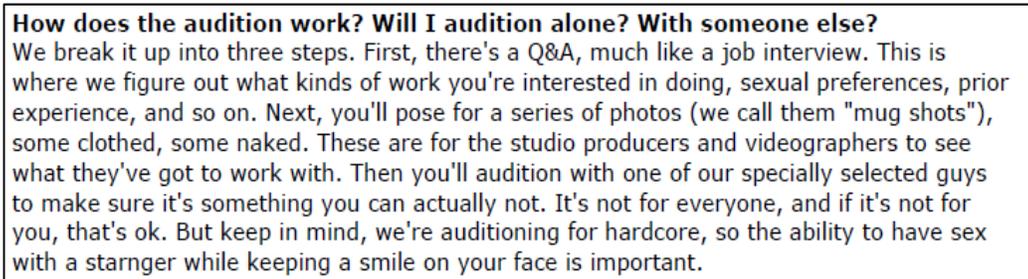


Figure 13 - FAQ Page of NewSeattleTalent.com (Ex. 2)

4.27 As explained on New Seattle Talent’s website, the audition was a three-step process. First, prospective actresses underwent a “job interview” that included presenting a driver’s license and answering a series of questions that served to “figure out what kinds of work you’re interested in doing, sexual preferences, prior experience, and so on.” Matt Hickey read these questions aloud from a typed questionnaire form. He then wrote down the verbal responses and asked women to sign the bottom of the questionnaire. Hickey also had some women sign a photo release contract that claimed that the nude photos were “for the purposes of scouting proofs and reference material for employment only.” (See Ex. 3).

4.28 After the job interview, prospective actresses participated in a nude photo shoot with Matt Hickey. Stwalley and New Seattle Talent described these photos as “mug shots” that

1 are sent to “studio producers and videographers to see what they’ve got to work with.” Women
2 described Hickey as professional and focused during the shoot. He gave women direction and
3 seemingly professional feedback such as telling them what kind of photos producers in the
4 adult entertainment industry are looking for. Hickey even paused during the photo shoots to
5 “send photos to Deja,” who Hickey said responded that the photos were looking good.

6 4.29 Lastly, prospective actresses auditioned by having sex with Matt Hickey.
7 Stwalley told women that the sex was an “attitude test” necessary to secure jobs and verify
8 their willingness and capacity to perform sex acts with a stranger in front of film producers.
9 Stwalley explained that Hickey’s written review of each woman’s sexual performance would
10 be included in her talent portfolio. Hickey confirmed that as part of the audition he had sex
11 with “many of Stwalley’s girls” who are now successful in the adult entertainment industry.
12 All the women interviewed affirmed that they only had sex with Hickey because they believed
13 it was necessary in order to secure the job opportunities presented by Stwalley.

14 4.30 Defendant advertised that the auditions “typically last under an hour. However,
15 due to individual differences in sexual performance, it may vary significantly from person to
16 person.” (*See Ex. 2*). At the end of the audition, Hickey reaffirmed that a person’s chance of
17 employment was enhanced by working with New Seattle Talent. For example, Hickey told one
18 woman he believes she had an 80% chance of being hired by a production company. He then
19 showed her his online portfolio that included photos of women he photographed for Stwalley.
20 He clicked on each photo and described each woman’s background, sexual preferences, and
21 how well they were doing in the industry as a result of working with Stwalley and New Seattle
22 Talent.

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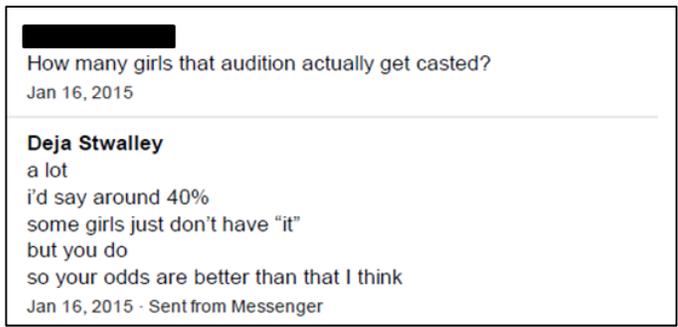


Figure 14 - Deja Stwalley Facebook Solicitation

4. Defendant continued to mislead women after the audition

4.31 After the audition, Defendant misrepresented to women that Stwalley had created their talent portfolios and provided them to film producers. Defendant claimed that these portfolios were both uploaded to New Seattle Talent’s book and sent directly to Stwalley’s professional contacts. To reinforce these misrepresentations, Stwalley provided women links to their photos through one of Defendant’s business websites, <http://www.castingseattle.com>. Defendant, however, never created or promoted the talent portfolios.

4.32 Every so often, Stwalley would send women messages regarding an upcoming opportunity to work for an adult film studio. Stwalley told women, “I got a bite for you” and “I have a ton of producers for you to meet.” Stwalley even named specific film studios that she claimed had reviewed the woman’s audition materials and “liked the photos.” For example, Stwalley told women after their audition that “the Dorm Angel guys are pretty interested” and “I’ve got a gig for you in Seattle with these guys: [http://www.eroprofile.com/m/videos/view/Produce 418](http://www.eroprofile.com/m/videos/view/Produce418).”

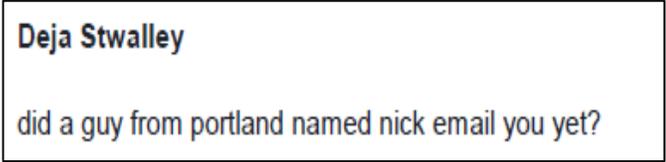
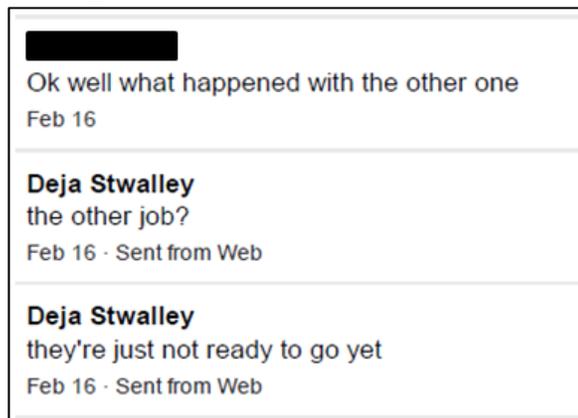


Figure 15 - Deja Stwalley Facebook Solicitation

4.33 Despite all the supposed opportunities presented by Stwalley, Stwalley was never able to place women in paying jobs within the adult film industry. Defendant routinely

1 blamed the studios for these opportunities falling through. For example, Stwalley promised one
2 woman that a film studio in Seattle had decided to cast her but had ultimately canceled the
3 shoot because the studio “had a problem with a business license because their main investor
4 didn’t want his name on it[.]” Stwalley told another woman that the studio that was interested
5 in her was “just not ready to go yet.” Defendant in fact never attempted to secure jobs for these
6 women in the adult film industry.



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13 **Figure 16 - Deja Stwalley Facebook Solicitation**

14 4.34 In the course of promising work, Defendant solicited women to schedule
15 additional photo shoots with Matt Hickey. Defendant told women that producers needed newer
16 or better photos. Stwalley told one woman that the first photo shoot was “too dorm like” and
17 that she needed to meet Matt Hickey in a hotel in downtown Seattle for a second photo shoot.
18 In reality, Defendant never sent talent portfolios to any productions studios and fabricated all
19 alleged job opportunities. Defendant never provided any of the career opportunities he
20 advertised and his scheme was not designed to provide actual opportunities.

21 4.35 Defendant’s scam cost women time and money. Women communicated with
22 Stwalley over months, some for years. They traveled at their own expense to the auditions and
23 spent money in preparation for the auditions. They spent time inquiring about the job leads
24 Stwalley offered. Some women even scheduled additional photo shoots with Matt Hickey in
25 hope of improving their job prospects.

26 4.36 Defendant’s scam also cost women an intangible loss of their privacy, bodily

1 integrity, and emotional wellbeing. In response to Defendant’s misleading representations and
2 deceptive solicitations, women provided personal information to and auditioned with
3 Defendant to obtain a talent portfolio. Women provided Defendant personal information, sex,
4 and nude photos for the sole purpose of securing employment. In addition, Defendant harmed
5 women by using these private photos beyond their intended purpose and posting some of them
6 publically online. As a result of Defendant’s deceptive actions, many women have sought
7 counseling.

8 **V. FIRST CAUSE OF ACTION**
9 **(Violation of the Consumer Protection Act, RCW 19.86.020)**

10 5.1 Plaintiff realleges paragraphs 1.1 through 4.36 and incorporates them as if fully
11 set forth herein.

12 5.2 Defendant conducted “trade” or “commerce” within the meaning of the
13 Consumer Protection Act, RCW 19.86.010(2) by advertising, marketing, and soliciting
14 business in Washington, and offering employment opportunities to Washington consumers.

15 5.3 Defendant engaged in unfair and deceptive acts or practices within the meaning
16 of RCW 19.86.020 by misrepresenting directly or indirectly, including but not limited to, the
17 following:

18 a. The “Deja Stwalley” social media profile belongs to a real person residing in
19 Las Vegas and who is an experienced talent recruiter. She successfully placed persons in
20 employment opportunities within the commercial modeling or entertainment industry, and
21 operated New Seattle Talent;

22 b. New Seattle Talent was a commercial talent enterprise that employees
23 scouts/recruiters, professional photographers, and other personnel. It was an established
24 business that operated from a business address in Las Vegas and has a company website, e-
25 mail address, and phone number. New Seattle Talent has clients in the commercial
26 entertainment industry and derives income from its ability to place persons in employment

1 | opportunities with such clients;

2 | c. The “Chrissy Baaten” social media profile belongs to a real person residing in
3 | Washington that has obtained gainful employment in the entertainment industry as a result of
4 | working with Deja Stwalley and New Seattle Talent;

5 | d. Other consumers endorsed New Seattle Talent and its agents, including Deja
6 | Stwalley, as a real business that provides job placement in the entertainment industry;

7 | e. Deja Stwalley and New Seattle Talent had the experience, knowledge, or
8 | expertise needed to select the most and judge the suitability the most qualified persons to be
9 | used as actresses in the entertainment industry;

10 | f. Persons who were contacted by Deja Stwalley or New Seattle Talent have been
11 | specially selected on the basis that they may have the necessary personal or physical
12 | characteristics or other qualifications suitable for success in the commercial modeling or
13 | entertainment industry;

14 | g. New Seattle Talent and Deja Stwalley advertised, marketed, and presented
15 | current employment opportunities within the entertainment industry to Washington consumers;

16 | h. New Seattle Talent and Deja Stwalley secured employment opportunities for
17 | Washington consumers;

18 | i. New Seattle Talent and Deja Stwalley provided services to aid, increase, or
19 | enhance a person’s chance of employment and earnings as actresses in the entertainment
20 | industry;

21 | j. Women could obtain the employment opportunities presented by Deja Stwalley
22 | and New Seattle Talent by:

23 | (i). Filling out an online audition application that requests personal
24 | information, such as name; age; date of birth; height; weight; race; “what types of sexual things
25 | you might specialize in”; address; e-mail; and phone number;

26 | (ii). Sending sample nude photographs, discussing sexual history, and

1 sending photos of driver's licenses;

2 (iii). Showing driver's licenses, answering a questionnaire, and signing a
3 photo release;

4 (iv). Participating in a nude photo shoot with Matt Hickey; and/or

5 (v). Engaging in sex acts with Matt Hickey;

6 k. Matt Hickey is a professional photographer who was employed by Deja
7 Stwalley and New Seattle Talent;

8 l. Defendant created professional talent portfolios that comprised of information
9 provided during the audition, including the questionnaire, photo release, nude photos, and
10 review of sex acts were submitted by Matt Hickey. Defendant promoted this talent portfolio to
11 prospective employers in the entertainment industry;

12 m. Prospective employers reviewed the talent portfolios and, as result, wanted to
13 extend job opportunities;

14 n. Maintaining contact with Stwalley and Matt Hickey would increase; and/or

15 o. Women would be presented additional business opportunities by maintaining
16 contact with Deja Stwalley and Matt Hickey after their audition, including retaking nude
17 photos.

18 5.4 Defendant engaged in the unfair and deceptive acts or practices because to this
19 day, Defendant maintains sole custody of the nude photos and, to this day, the photos still
20 appear online.

21 5.5 Defendant's business practice has the capacity to device a substantial number of
22 Washington consumers.

23 5.6 Defendant's conduct affects the public interest.

24 **VI. SECOND CAUSE OF ACTION**

25 **(Violation of the Commercial Electronic Mail Act, RCW 19.190.080)**

26 6.1 Plaintiff realleges paragraphs 1.1 through 5.6 and incorporates them as if fully set

1 per violation against Defendant for each and every violation of RCW 19.86.020 caused by the
2 conduct complained of herein.

3 7.7 That the Court make such orders pursuant to RCW 19.86.080 as it deems
4 appropriate to provide for restitution to consumers of money or property acquired by Defendants
5 as a result of the conduct complained of herein.

6 7.8 That the Court make such orders pursuant to RCW 19.86.080 and RCW
7 19.270.070 to provide that Plaintiff, State of Washington, have and recover from Defendants the
8 costs of this action, including reasonable attorney's fees.

9 7.9 That the Court order such other relief as it may deem just and proper to fully and
10 effectively dissipate the effects of the conduct complained of herein, or which may otherwise
11 seem proper to the Court.

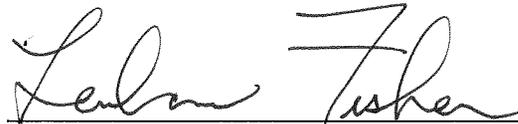
12 DATED this 20th day of December, 2016.

13 Presented by:

14 ROBERT W. FERGUSON
15 Attorney General

16 

17 ANDREA M. ALEGRETT, WSBA #50236
18 Assistant Attorney General
19 Attorney for Plaintiff, State of Washington

20 

21 LEILANI N. FISHER, WSBA #48233
22 Assistant Attorney General
23 Attorney for Plaintiff, State of Washington

EXHIBIT 1



Deja Stwalley



Deja Stwalley

Withheld



Add Friend



Follow



Message



More

I run a small company that does scouting & recruiting of talent for the adult entertainment industry.

Former Entertainer at Active Entertainment

Studied at The Evergreen State College

From Tumwater, Washington

Followed by 104 people



News Feed



Requests



Messenger



Notifications



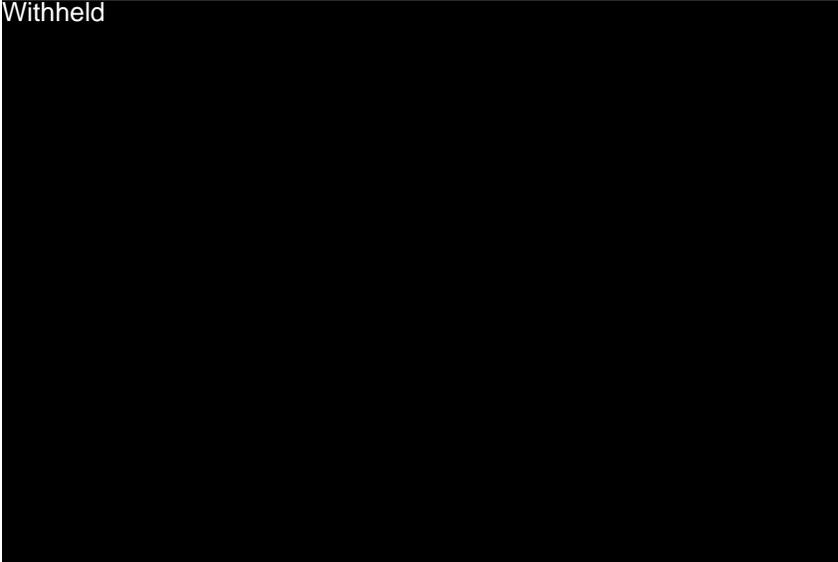
More

EXHIBIT 2

New Seattle Talent

Providing the Hook-Up

Withheld



New Seattle Talent is a talent service for the adult entertainment industry. We work as recruiters and scouts for some of the top studios in the Northwest.

Our goal is to be the top recruiting group for girls in America. We're woman-founded and woman-owned, and take the talent's safety and welfare seriously.

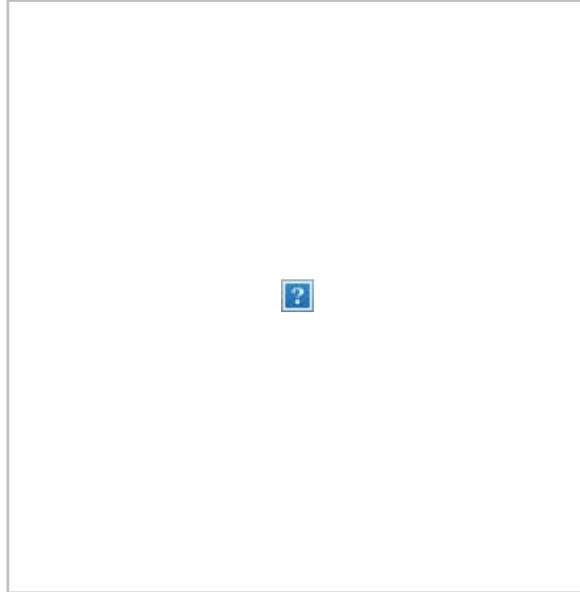
Looking to be an adult model?
Find out how to apply here: [Auditions](#)

If you represent a studio or videographer and are looking for talent in the greater Seattle area, please feel free to contact us here.

©Copyright 2007; NST, an independent contractor - All Rights Reserved

All actors and actresses are 18 years of age or older in accordance with 18USC 2257.

New Seattle Talent Providing the Hook-Up



Who wants to be a pornstar?

This is the best job you'll ever have.

We're looking for **women** who have always thought about what it would be like to be in an adult movie or production. We make it easy to try, and fun to do. We also make sure you'll make more money than ever before.

We are the matchmakers between amateurs and the people who seek them for adult internet/films/productions and more.

Please read the following FAQ before sending us your information.

Audition FAQ's

I've never done this. I am totally new to this!

That's exactly what we're looking for, people who haven't done this before. Our goal is to find fresh, new talent that nobody's ever seen before, and to make sure that you have a really fun time while trying out. Even if you do have some experience doing amateur work, this is for you too. What we're not looking for, however, are professionals from the industry.

How do I know I've got what it takes?

If you're a single girl who likes to strut your sexy stuff and loves to get down and dirty, you've got what it takes. Our studios are looking for girls who love to have sex, give head, swallow, like facials, anything and everything. If you're confident and sexy, you can do this.

What kind of films/productions do the studios look to hire for?

While we specialize in casting for hardcore (read: real sex!), every studio is slightly different. Some studios look for models who are a little bigger, some with tattoos, some

look for redheads, it all depends. As long as you're ok with being naked and like to have sex, you're set to make some money and have fun. The industry is growing at tremendous rates. Amateurs are high in demand!

Is there \$money\$ to be made in the adult entertainment industry?

Oh yes! Between traditional movies/films and modern internet-based ventures, there is a lot of money in this business! The industry continues to grow and hundreds of amateurs are discovered every year.

How long will the audition last?

It ranges from person to person. They typically last under an hour. However, due to individual differences in sexual performance, it may vary significantly from person to person.

Where does the audition happen?

That's all up to you. Some girls prefer the comfort of their own home, some prefer our offices, some prefer something else. We'll work with you to make it as comfortable and convenient as possible.

How does the audition work? Will I audition alone? With someone else?

We break it up into three steps. First, there's a Q&A, much like a job interview. This is where we figure out what kinds of work you're interested in doing, sexual preferences, prior experience, and so on. Next, you'll pose for a series of photos (we call them "mug shots"), some clothed, some naked. These are for the studio producers and videographers to see what they've got to work with. Then you'll audition with one of our specially selected guys to make sure it's something you can actually not. It's not for everyone, and if it's not for you, that's ok. But keep in mind, we're auditioning for hardcore, so the ability to have sex with a stranger while keeping a smile on your face is important.

I want to audition for a bi/gay video only.

That's good that you like other women, but the studios we scout for have more than enough bi and lesbian girls in their stables. And since all they have to do if the need more is go to a club, there aren't many standing openings.

Does auditioning guarantee me a job in a film/movie/production?

No. Your photos and interview data will be added to the New Seattle Talent books. These books are shown to producers on a weekly basis or when they're in need of new talent. If a producer thinks you've got the look and attitude they're looking for, they'll get in contact with you to discuss work terms. While most girls find work relatively quickly, not all do.

Is my personal info revealed to all studios when they review models?

No. We'll contact you if a studio producer or videographer is interested. Then, only after you've given permission to us, they'll drop you an email or phone call.

Is there a fee that I need to pay to audition?

No. Studios and videographers and photographers give us a monthly retainer for our services. Everything we do is free to you!

Who conducts the audition?

We have a team in downtown Seattle that's top notch. Consisting of three women and two men, our team goes out of their way to make you as comfortable and happy as they can. They've been in the industry at least five years each, and have the track record to prove it.

Are there others present when I audition?

Most of the time, you'll audition with one of our specially chosen "hunks", and our line producer and photographer might be there as well, depending on the time and place of your audition.

I have another question that's not answered here!

No problem! Email your question [here](#).

Applying for an audition

Use the handy form below to sign up and get more information. It's secure and safe.

New Seattle Talent is currently searching for:

- **Women between 18 and 40 years of age**
 - **White, Asian, Black, Mixed, or Other races**
 - **Plus-sized actresses**
 - **Petite actresses**
 - **Fetish/hardcore BDSM actresses**
 - **Punk, goth, indie, "Suicide Girl" types**
 - **Tattoos and piercings**
-

Contacting us

Name:

Age:

Date of Birth:

Height:

Weight:

Race:

Describe what
types of sexual
things you might
specialize in?

Where in town do
you live?

Email:

Phone:

How did you hear
about us?

If you have any questions, shoot them our way!
You can reach us at auditions@newseattletalent.com

We look forward to hearing from you!

©Copyright 2007; NST, an independent contractor - All Rights Reserved

All actors and actresses are 18 years of age or older in accordance with 18USC 2257.

EXHIBIT 3

Talent Release Agreement for Nude Photographs

The parties to this release agreement are:

Names: _____

(Full name exactly as it appears on the Talent's drivers' license)

Address: _____

(City, County, State)

(Hereinafter referred to as "the Talent")

AND

West Coast Talent, Inc.

233 S 6th St. Las Vegas, NV, 89101

(Hereinafter referred to as "the Photographer")

Whereas for valuable consideration hereby acknowledged as received, the Talent granted the Photographer permission to photograph and/or film and sound record the Talent and furthermore grant permission to use the resulting work ("the Work") according to the terms stated hereunder:

1. Any permission granted to the Photographer shall extend to his/her successors, legal representatives, licensees and assigns and shall be irrevocable and perpetual without any further or additional claim for compensation by the Talent.
2. Permission is specifically granted for the Work to be edited, altered, distorted, used in whole or in part, in conjunction with other images, graphics, text and sound in any way whatsoever and without restrictions.
3. Permission herein granted is absolute and final and shall not be subject to further inspection or approval by the Talent at any stage in the use of the Work.

4. Use of the Work shall be restricted as to North America for the purposes of scouting proofs and reference material for employment only.
5. Use of the Work may be in conjunction with the Talent's own or fictitious names.
6. The Photographer shall own all rights in the Work which shall accrue to the benefit of his/her successors, legal representatives and assigns.
7. The Talent specifically acknowledges being fully aware of the nature of the photographs and warrants his/her consent to appear fully and/or partially nude in some or all of the photographs.
8. Notwithstanding the above, the following uses are specifically noted and agreed to, and specific exclusions for use listed here shall take precedence and restrict the use of the Work accordingly:

9. The Talent warrants having read and understood this Talent Release Agreement and warrants being of full legal age to enter into an agreement.

10. With full knowledge of the above, the Talent hereby releases and shall hold harmless the Photographer and his/her successors, legal representatives, licensees and assigns from all claims or damages including but not limited to defamation or violation of right of privacy or publicity, resulting from or associated with the use of the Work.

11. The Talent agrees that the provisions contained herein shall be binding upon the Talent and his/her successors, legal representatives and assigns.

12. This Agreement shall be construed, interpreted and governed in accordance with the laws of the State of Washington and should any provision of this Agreement be judged by an appropriate court as invalid, it shall not affect any of the remaining provisions whatsoever.

13. The parties agree that any changes to this document must be agreed to by both parties and that said changes shall be appended to this agreement in writing, signed and dated by both parties.

14. The parties agree that any or all parts of this agreement may be submitted to the other party in legible and recordable electronic form and upon acknowledgement of receipt by the receiving party shall become valid parts of the agreement.

Signed at Seattle, WA, this _____ day of _____, 20_____

Talent's Signature: _____

Photographer's Signature: _____

EXHIBIT 4



Chrissy Baaten

Timeline About Friends Photos More

Message

Sponsored



Indeed Prime indeed.com/prime Apply to 100 top tech companies with 1 simple application on Indeed Prime.



Shop the latest tablets. www.verizonwireless.com All on the best network. Free 2 day shipping.

DO YOU KNOW CHRISSY?

If you know Chrissy, send her a message.

Intro

- Self-Employed Studied at The Evergreen State College Went to Mount Tahoma High School Lives in Tacoma, Washington From Olympia, Washington

Photos - Nothing to show

Friends - 62

Withheld

Chrissy Baaten

July 27

I'm going to start posting this site for erything.



Fuck you.

FUCKYOU2016.COM

Share

1

Chrissy Baaten

July 19