

**STATE OF VERMONT
SUPERIOR COURT
WASHINGTON UNIT**

IN RE: Renaissance Fine Jewelry, Ltd.

)
) CIVIL DIVISION
) Docket No. _____
)
)

ASSURANCE OF DISCONTINUANCE

Vermont Attorney General Charity R. Clark (“the Attorney General”) and Renaissance Jewelry, Ltd. hereby agree to this Assurance of Discontinuance (“AOD”) pursuant to 9 V.S.A. § 2459.

REGULATORY FRAMEWORK

1. Vermont’s Consumer Protection Act prohibits “unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce.” 9 V.S.A. § 2453.
2. Consumer Protection Rule 114 prohibits advertising using the term “going out of business” unless the seller is closing all of its operations in the state. CP 114.03

BACKGROUND

3. Respondent the d/b/a of professional corporation organized under the laws of Vermont with its principal place of business listed as 151 Main Street, Brattleboro, Vermont 05301.
4. Respondent engages in retail sales of jewelry in the State of Vermont.
5. On or about March 6, 2023, Respondent announced on social media (Facebook) that it was “going out of business”.
6. Subsequently, Respondent posted signage in its stores also announcing it was “going out of business.”
7. On or about June 3, 2023, Respondent announced it was “closing retail location” on June 10, 2023.

8. On or about June 9, 2023, Respondent announced “only 2 days left” on its social media (Facebook) site.
9. On or about August 17, 2023 Respondent confirmed it closed its “storefront,” but continues to make jewelry sales and operate its social media accounts, take and fulfill orders.
10. As of August 18, 2023, Respondent’s social media account indicates that it is open for business and continues to make sales and promotes the same address as its storefront.
11. The Attorney General alleges that the above conduct constitutes unfair and deceptive acts and practices under 9 V.S.A. § 2453.

INJUNCTIVE RELIEF

Prohibition Against Violations of the Vermont Consumer Protection Act

12. Respondent shall cease and desist from any acts or practices that violate the CPA.

CIVIL PENALTY

13. Respondent shall pay \$10,000 to the State of Vermont on or before December 1, 2023. \$9,000 of said amount is suspended for Respondent’s cooperation in the investigation and resolution of this matter, and current inability to pay. Respondent shall make payment by check to the “State of Vermont” and send payment to the attention of: Christopher J. Curtis, Assistant Attorney General, 109 State Street, Montpelier, VT 05609.

OTHER TERMS

14. Respondent agrees that this AOD shall be binding on it, and its successors and assigns.
15. The Attorney General hereby releases and discharges any and all claims arising under the Vermont Consumer Protection Act, 9 V.S.A. Chapter 63, that it may have against Respondent up to the AOD’s effective date in relation to the subject matter of this investigation and AOD.

16. The Superior Court of the State of Vermont, Washington Unit, shall have jurisdiction over this AOD and the parties hereto for the purpose of enabling the Attorney General to apply to this Court at any time for orders and directions as may be necessary or appropriate to enforce compliance with or to punish violations of this AOD.

17. Acceptance of this AOD by the Attorney General's Office shall not be deemed approval by the Attorney General of any practices or procedures of Respondent not required by this AOD, and Respondent shall make no representation to the contrary.

STIPULATED PENALTIES

18. If the Superior Court of the State of Vermont, Washington Unit enters an order, following submissions by the parties, finding that Respondent has materially violated this AOD, then the parties agree that penalties to be assessed by the Court for each such violation shall be \$1,000.00.

NOTICE

19. Respondent may be contacted through Caitlyn L. Wilkinson.


Caitlyn L. Wilkinson, President/CEO
Renaissance Fine Jewelry, Ltd.
151 Main Street
Brattleboro, Vermont 05301

20. Respondent shall notify the Attorney General of any change to the method of contact described above.

SIGNATURE

In lieu of instituting an action or proceeding against Respondent, the Office of the Vermont Attorney General, pursuant to 9 V.S.A. § 2459, accepts this Assurance of Discontinuance. By signing below, Respondent voluntarily agrees with and submits to the terms of this Assurance of Discontinuance.

DATED at Braintreeboro, VT, this 1st day of September, 2023.


Caitlyn L. Wilkinson
Authorized agent of Renaissance Jewelry, Ltd.

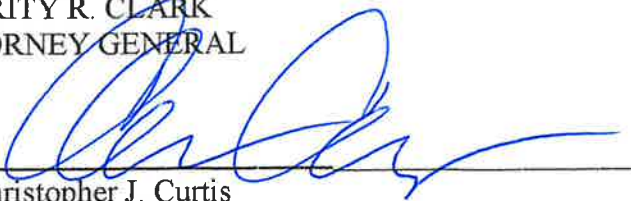
ACCEPTED on behalf of the Attorney General:

DATED at Montpelier, Vermont this 13th day of September, 2023.

STATE OF VERMONT

CHARITY R. CLARK
ATTORNEY GENERAL

By:


Christopher J. Curtis
Assistant Attorney General
Office of Attorney General
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