

3. The Attorney General is charged with enforcing violations of the Delivery Sales Ban statute, as well as violations of the CPA. Each shipment of an item listed in 7 V.S.A. § 1010(b) constitutes a separate violation of the Delivery Sales Ban statute and CPA. 7 V.S.A. § 1010(d).
4. Violations of the Delivery Sales Ban statute are subject to a civil penalty of up to \$5,000 per violation in addition to any other remedy provided by law. 7 V.S.A. § 1010(d)(2).
5. Violations of the CPA are subject to a civil penalty of up to \$10,000 for each unfair or deceptive act or practice. 9 V.S.A. § 2458(b)(1).
6. The Attorney General may also seek injunctive relief under both the Delivery Sales Ban statute and the CPA. 7 V.S.A. § 1010(d)(3); 9 V.S.A. § 2458(a).

BACKGROUND

7. Respondent Vapin by the Beach's principal place of business is located at 16191 San Carlos Blvd, Suite 3, Fort Myers, Florida 33908.
8. Respondent Vapin by the Beach operates www.vapinbythebeach.com, which is an online retailer of electronic cigarettes and related products.
9. On or about May 1, 2020, Respondent shipped an e-liquid ordered through its website www.vapinbythebeach.com to an individual consumer in Vermont.
10. Respondent admits the truth of all facts set forth in Paragraphs 7-9.
11. Respondent admits that the above conduct violated the Delivery Sales Ban statute, 7 V.S.A. § 1010, and the CPA, 9 V.S.A. Chapter 63.

INJUNCTIVE RELIEF

12. Respondent shall comply with the Delivery Sales Ban statute, 7 V.S.A. § 1010, and the Vermont Consumer Protection Act, 9 V.S.A. Chapter 63.

13. Respondent shall provide a clear and conspicuous disclosure on its website www.vapinbythebeach.com stating that the website does not ship the items listed in 7 V.S.A. § 1010(b) to Vermont consumers unless the consumer is a licensed wholesale dealer or retail dealer in the State of Vermont. Such disclosure shall be submitted to the Attorney General for approval within five days of execution of this AOD.

14. Respondent shall immediately notify every consumer with a Vermont address that attempts, through www.vapinbythebeach.com, to purchase an item listed in 7 V.S.A. § 1010(b) that the website does not ship such items to Vermont consumers unless the consumer is a licensed wholesale dealer or retail dealer in the State of Vermont.

15. Respondent shall require all Vermont licensed wholesale dealers and retail dealers to provide a current license number prior to ordering any items listed in 7 V.S.A. § 1010(b) through www.vapinbythebeach.com.

CIVIL PENALTY

16. Respondent shall pay \$1,000 in civil penalties to the State of Vermont within ten days of execution of this AOD. Respondent shall make payment by check to the “State of Vermont” and send payment to: Shannon Salembier, Assistant Attorney General, Office of the Attorney General, 109 State Street, Montpelier, Vermont 05609.

OTHER TERMS

17. Respondent agrees that this AOD shall be binding on it, and its successors and assigns.

18. The Attorney General hereby releases and discharges any and all claims arising under the Delivery Sales Ban statute, 7 V.S.A. § 1010, and the Vermont Consumer Protection Act, 9 V.S.A. Chapter 63, that it may have against Vapin by the Beach for the conduct described in the Background section of this AOD.

19. 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.

20. 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

21. If the Superior Court of the State of Vermont, Washington Unit enters an order finding Respondent to be in violation of this Assurance of Discontinuance, then the parties agree that penalties to be assessed by the Court for each act in violation of this Assurance of Discontinuance shall be \$10,000.

NOTICE

22. Respondent may be located at:

Vapin by the Beach
16191 San Carlos Blvd, Suite 3
Fort Myers, Florida 33908

23. Respondent shall notify the Attorney General of any change of business name or address within 30 calendar days.

RECEIVED

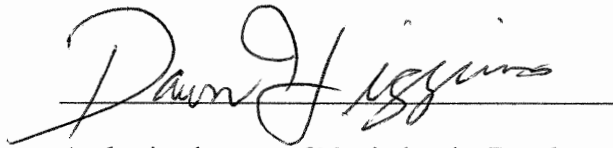
MAY 6 '21

SIGNATURE

ATTORNEY GENERAL'S OFFICE
BUSINESS OFFICE

In lieu of instituting an action or proceeding against Vapin by the Beach, the Office of the 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 10:00 Am, this 30 day of April, 2021.


Authorized agent of Vapin by the Beach

ACCEPTED on behalf of the Attorney General:

DATED at Montpelier, Vermont this 10th day of May, 2021.

STATE OF VERMONT

THOMAS J. DONOVAN, JR.
ATTORNEY GENERAL

By: /s/ Shannon Salembier
Shannon Salembier
Assistant Attorney General
Office of Attorney General
109 State Street
Montpelier, Vermont 05609
Shannon.Salembier@vermont.gov
(802) 828-5621