

In the Iowa District Court for Polk County

STATE OF IOWA, *ex rel.*
ATTORNEY GENERAL BRENN A BIRD,

Case No. 24-1522

Plaintiff,

v.

TIKTOK INC., TIKTOK PTE LTD.,
BYTEDANCE LTD., and
BYTEDANCE INC.,

Defendants.

PLAINTIFF’S MOTION FOR TEMPORARY INJUNCTION

Pursuant to Iowa Rule of Civil Procedure 1.1502, the State of Iowa through its Attorney General respectfully moves to temporarily enjoin TikTok Inc., TikTok Pte Ltd., ByteDance Ltd., and ByteDance, Inc. from doing any of the following during the pendency of this action:

(1) Representing to consumers through their statements to the Apple App Store or elsewhere that the TikTok application contains “none” or only “infrequent/mild” “alcohol, tobacco, or drug references,” “sexual content or nudity,” “mature/suggestive themes,” or “profanity or crude humor;”

(2) Representing to consumers through their statements to the Apple App Store or elsewhere that the TikTok application qualifies for a “12+” age rating;

(3) Stating in the Community Guidelines that TikTok does not allow the promotion of alcohol, tobacco, or drug use.

A temporary injunction is warranted because the State is likely to prove that TikTok’s App Store age-rating representations and statements in the Community Guidelines about the promotion of alcohol, tobacco, or drug use are unlawful deception or material omissions (or both) under the Consumer Fraud Act. Iowa Code § 714.16, *et seq.* That Act specially authorizes the Attorney General to “seek and obtain” a “temporary injunction ... prohibiting the person from continuing the practice” made unlawful by the Act. Iowa Code § 714.16(7); *see* Iowa R. Civ. P. 1.1502(3). Absent a temporary injunction, Iowa consumers will be irreparably harmed, and the balance of harms favors the State. *See* Iowa R. Civ. P. 1.1502(1).

Respectfully submitted,

BRENNA BIRD
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ATTORNEY FOR PLAINTIFF

PROOF OF SERVICE	
The undersigned certifies that the foregoing instrument was served upon all parties of record by delivery in the following manner on March 20, 2024:	
<input type="checkbox"/> U.S. Mail	<input type="checkbox"/> FAX
<input type="checkbox"/> Hand Delivery	<input type="checkbox"/> Overnight Courier
<input type="checkbox"/> Federal Express	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> EDMS	
Signature: <u>/s/ Julie Sander</u>	

Distribution:

All parties of record