

UNITED STATES DISTRICT COURT  
MIDDLE DISTRICT OF FLORIDA  
TAMPA DIVISION

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

Case No: 8:24-cv-01626-KKM-AAS

START CONNECTING LLC, et al.,

Defendant.

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**ORDER**

Attorneys John Schifino, Matthieu Goddeyne, Gregory Pierson, and Melanie Senosiain request to withdraw as counsel for Defendants Juan S. Rojas and Start Connecting SAS (Start Connecting). (Doc. 55). Proper notice was provided under Local Rule 2.02(c)(1)(B), M.D. Fla. (*Id.* at p. 2). This request is unopposed. (*Id.* at p. 5).

Accordingly, it is **ORDERED**:


(1) Attorneys John Schifino, Matthieu Goddeyne, Gregory Pierson, and Melanie Senosiain's motion to withdraw as counsel for Juan S. Rojas and Start Connecting, LLC (Doc. 55) is **GRANTED**.

(2) Corporate defendant Start Connecting is put on notice that a corporation cannot represent itself and must obtain counsel admitted to practice before this court. *See Palazzo v. Gulf Oil Corp.*, 764 F.2d 1381, 1385

(11th Cir. 1985) (“The rule is well established that a corporation is an artificial entity that . . . cannot appear pro se and must be represented by counsel.”). Corporate defendant must retain counsel who must file a notice of appearance by **September 30, 2024**.

(3) Individual defendant Juan S. Rojas is considered to be proceeding *pro se*. Mr. Rojas is advised he will be subject to the same law and rules of court as a litigant represented by counsel, including the Federal Rules of Civil Procedure and the Local Rules for the Middle District of Florida, and may be sanctioned for violating those rules or court orders. See *Moon v. Newsome*, 863 F.2d 835, 837 (11th Cir. 1989). Mr. Rojas must update the Clerk with any changes to their contact information.

**ENTERED** in Tampa, Florida on August 29, 2024.

  
AMANDA ARNOLD SANSONE  
United States Magistrate Judge

CC via email and international mail to:

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