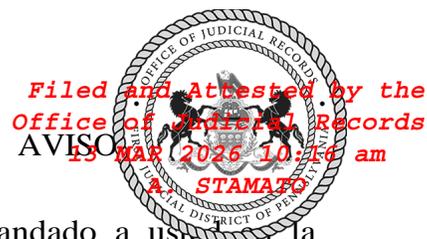


COMPLAINT - CIVIL ACTION

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You have been sued in Court. If you wish to defend against the claims set forth in the following pages, you must take action within twenty (20) days after this Complaint and Notice are served, by entering a written appearance personally or by attorney and filing in writing with the Court your defenses or objections to the claims set forth against you. You are warned that if you fail to do so the case may proceed without you and a judgment may be entered against you by the Court without further notice for any money claimed in the Complaint or for any other claim or relief requested by the plaintiff. You may lose money or property or other rights important to you.

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**COMMONWEALTH OF
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v.

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CIVIL DIVISION

September Term, 2024

No. 0628

COMPLAINT – CIVIL ACTION

JURY TRIAL DEMANDED

Case ID: 240900628

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Plaintiffs, the City of Philadelphia (“City” or “Philadelphia”), and the Commonwealth of Pennsylvania (“Commonwealth” or “Pennsylvania”) (collectively, “Plaintiffs”), by and through the undersigned attorneys, allege the following against Defendants GLOCK, Inc. and Glock, Ges.m.b.H. (collectively, “Glock” or “Defendants”):

INTRODUCTION

1. On July 4, 2025, dozens of Philadelphians gathered to celebrate the holiday at a block party in the city’s Grays Ferry neighborhood. What was supposed to be a peaceful gathering quickly devolved into deadly chaos when multiple shooters opened fire into the crowd, randomly striking homes, vehicles, and anyone who happened to be caught in the line of fire. The gunmen shot over 100 rounds in quick succession, leaving bystanders scrambling for cover.¹ Philadelphia Police Commissioner Kevin J. Bethel has described the rapid gunfire as the “sound of war.”² Three people died that day, one a teenager and two under the age of twenty-four. Nine others were struck during the assault, including five teenagers.³ What started as a joyful celebration ended as one of the largest shootings in Philadelphia in the last decade.⁴

2. The shooters were able to fire so many bullets so quickly and indiscriminately because a handgun they were using had been modified with a device called an “automatic sear”

¹ Kevin Bell, *Three People Were Killed and Nine Others Injured in Philadelphia Mass Shooting During 4th of July Weekend*, NEWS BREAK (July 7, 2025), <https://www.newsbreak.com/hip-hopvibe-com-320218919/4093974439280-three-people-were-killed-and-nine-others-injured-in-philadelphia-mass-shooting-during-4th-of-july-weekend-video> [<https://perma.cc/L5ZG-H2DY>].

² Rob Torne, Rodrigo Torrejón, & Anthony R. Wood, *Two Dead, Nine Wounded in ‘Heinous’ Memorial Day Shooting in Philly’s Fairmount Park*, PHILA INQUIRER, at 34:27 (May 27, 2025 P.M. ET), <https://www.inquirer.com/crime/fairmount-park-shooting-philadelphia-lemon-hill-20250527.html> [<https://perma.cc/C5S5-FPU2>] (quoting Commissioner Bethel, “The video that was put on social media last night, where you had that rapid fire, we definitely can determine that to be a type of switch for it to automate the weapon.”)

³ See Bell, *supra* note 1.

⁴ Mensah M. Dean, *After Months of Declining Gun Violence, Shootings Surge in Philadelphia*, THE TRACE (July 8, 2025), <https://www.thetrace.org/2025/07/philadelphia-mass-shooting-july-violence/> [<https://perma.cc/R69Y-Q4KU>].

(or auto sear) or “switch,” often known as a Glock switch.⁵ These inexpensive devices easily convert semiautomatic pistols, including Glock pistols, into automatic machine guns that are so deadly they are illegal for civilians to own or possess.

3. Yet that day in July, all across Pennsylvania, anyone who scrolled through Instagram, Facebook, or X, could have happened upon Glock’s official pages and watched a Glock representative empty a handgun’s entire magazine with a single pull of the trigger, in a sixteen second slow motion video showing each bullet as it is released for maximum effect.⁶ That representative was firing a machine gun: a pistol that fires automatically, a pistol that is illegal for the civilian population to purchase, possess, or use. Yet, Glock advertised how “fun” it is to shoot a machine gun: “the only thing more fun than a GLOCK,” the caption below the video says, “is a full-auto GLOCK.” In the very first comment on the Instagram video, the user asks, “How do u make a glock 18 fully [automatic?]”

4. Fully automatic machine guns—guns that can empty an entire magazine with a single pull of the trigger—are some of the most dangerous firearms in existence. They are so lethal that Pennsylvania law prohibits the use of automatic machine guns by anyone other than law enforcement and the military.⁷

⁵ Throughout this Complaint, automatic sears or auto sears are referred to as Glock switches or switches; *see also* Haylay D’Amico et al., *3 Shooters Involved in Mass Shooting at Lemon Hill in Philadelphia’s Fairmount Park, Officials Say*, CBS NEWS PHILA. (May 27, 2025, at 7:44 PM EDT), <https://www.cbsnews.com/philadelphia/news/shooting-lemon-hill-fairmount-park-philadelphia/> [<https://perma.cc/3UXV-X4SR>] (“[Bethel] was confident that one of the weapons involved had a ‘switch’ that would convert it from semi-automatic to fully automatic, capable of firing 17 rounds in under two seconds.”); Torno, Torrejón & Wood, *supra* note 2 (quoting Philadelphia Police Commissioner Bethel, “The video that was put on social media last night, where you had that rapid fire, we definitely can determine that to be a type of switch for it to automate the weapon.”).

⁶ Image posted by GLOCK, Inc. (@glockinc), INSTAGRAM, @scuzi23 *Knows the Only Thing More Fun Than a GLOCK Is a Full-Auto GLOCK*. (Sept. 8, 2018), <https://www.instagram.com/reel/BneJfLsH3cO/> [<https://perma.cc/Z4FZ-D5TQ>].

⁷ There are rare instances in which civilians may legally possess a machine gun in Pennsylvania. *See infra* note 26.

5. Despite knowing the harm of fully automatic machine guns, Glock promotes their use through advertising on influential social media platforms and elsewhere, touting how “fun” it is to possess a fully automatic Glock, the sole purpose of which is to inflict a high number of fatalities in a short amount of time. Glock intentionally targets its marketing to teens and young men, populations vulnerable to the gun industry and its advertisements, with phrases like “Double your pleasure. Double your fun.” With its advertisements, Glock deceives young people into thinking machine guns are “cool,” deceives the public into believing that untrained civilians may legally possess fully automatic handguns, and misrepresents machine guns as legitimate for recreational use. Glock does so also knowing that Pennsylvania law prohibits handgun possession by anyone under twenty-one years old.

6. Glock’s marketing of automatic guns to populations that cannot legally possess them causes confusion or misunderstanding as to the legality of switches. When Glock glorifies automatic handguns, it glamorizes and encourages the use of switches, but does not disclose that they are illegal.

7. Glock switches convert semiautomatic pistols—which normally fire only one bullet with each pull of the trigger—into fully automatic machine guns capable of firing up to **1,200 bullets per minute**, a faster rate of fire than a standard M4 machine gun used by the United States military.⁸

8. Switches are the size of a child’s LEGO brick, easy to affix to a handgun, and cheap, costing as little as \$20 dollars.⁹ A person without any training, technical knowledge, or experience

⁸ Press Release, U.S. Att’y’s Off., N. Dist. Tex., Fort Worth Manufacturer Charged in Glock Switch Case (Nov. 18, 2022), <https://www.justice.gov/usao-ndtx/pr/fort-worth-manufacturer-charged-glock-switch-case> [<https://perma.cc/B35Z-4AXG>].

⁹ Alain Stephens & Keegan Hamilton, *Timy ‘Glock Switches’ Have Quietly Flooded the US with Deadly Machine Guns*, VICE (Mar. 24, 2022, at 9:36 A.M.), <https://www.vice.com/en/article/glock-switches->

can attach a switch to their semiautomatic handgun using mere household tools in a matter of minutes or even seconds.

9. Given the speed and scale of potential devastation caused by the Glock switch, it presents a unique and serious danger not only to the general public, but also to law enforcement officers.

10. As shown below, switches are often sold with the Glock logo emblazoned upon them. Glock does not sell these or any switches, but has known about the dangerous and illegal modification of its handguns for many years. For example, believing that switches are legitimate Glock accessories, Glock customers “have mailed [auto sears] to the company’s headquarters for repairs.”¹⁰



11. Despite its awareness that switches are sold bearing its logo, upon information and belief, Glock failed to take any action to stem the proliferation of these products until they were

auto-sears/ [https://perma.cc/DXR8-7MJW]. Switches can cost even less if an individual manufactures a switch with their own 3D printer. *See* Press Release, U.S. Att’y’s Off., S.D. Ind., Trafficker of 3D-Printed “Glock Switches” and “Auto-Sears” Sentenced to Over Seven Years in Federal Prison (updated Sept. 27, 2023), <https://www.justice.gov/usao-sdin/pr/trafficker-3d-printed-glock-switches-and-auto-sears-sentenced-over-seven-years-federal> [https://perma.cc/2LPT-HF2E].

¹⁰ Chip Brownlee, *ATF Director Urges Action on Auto Sears ‘Flooding Our Communities’*, TRACE (Mar. 1, 2023), <https://www.thetrace.org/2023/03/atf-auto-sears-dettelbach-machine-gun/> [https://perma.cc/V5ZY-7Z32].

sued. Their failure to publicly disavow switches—even after litigation was filed—paired with their marketing of automatic fire as fun, amounts to an implicit endorsement of Glock switches.

12. Glock also chooses not to inform its customers that other companies are producing these illegal products and that switches branded with Glock’s trademark are not legitimate Glock products. As a result, customers are misled into thinking that switches are legitimate Glock accessories and that acquiring a switch to modify a Glock pistol is legal and, indeed, encouraged by Glock through its advertising. In contrast to full disclosure, Glock markets its semiautomatic handguns as uniquely “simple” and “easy” to modify and as easily customizable with aftermarket accessories like Glock switches. Glock further promotes its handguns as “safe” and as “perfection,” despite the ease and frequency with which they have been able to be converted into illegal, automatic machine guns.

13. To be clear, the City has long viewed the Glock pistol as a reliable weapon for use by its police department, for law enforcement, and for safeguarding the citizens of Philadelphia. This case is not about the lawful and responsible use of Glock’s handguns. It is about Glock knowingly creating an avoidable threat to public safety and endangering Philadelphia police officers through deceptive and misleading marketing that encourages civilians to believe it is not only okay to use an illegal switch device, but indeed it is better, cooler, and more fun than the legal semiautomatic version.

14. Unsurprisingly, the use of switches is on the rise: Between 2017 and 2021, the Bureau of Alcohol, Tobacco, Firearms & Explosives (“ATF”) recorded a 570 percent increase in the number of switches recovered by police departments across the nation.¹¹

¹¹ Michael Tanenbaum, *A Rise of Gun Switches in Crimes Prompts a Push for Stricter Laws Against Them*, PHILLY VOICE (May 20, 2024), <https://www.phillyvoice.com/glock-switch-ban-pennsylvania-law-machine-gun-atf-auto-sear-handgun/> [<https://archive.ph/dv8xy>].

15. Glock pistols are the most popular firearm in the United States, and a significant percentage of crimes are committed with Glock weapons: Nearly 15 percent of firearms traced to a crime by the ATF are Glock pistols.¹²

16. This popularity appears to be driven in part by the ease with which Glock's semiautomatic pistols can be converted to fully automatic machine guns with a switch. Two of the most popular semiautomatic Glock models—the 9 mm G17 and its compact counterpart the G19—are highly susceptible to conversion into fully automatic machine guns using switches.

17. In Pennsylvania and Philadelphia specifically, law enforcement officers are increasingly recovering Glock pistols illegally modified with switches in a wide variety of criminal investigations that range from drug related crimes to public shootings of civilians and police officers.

18. As representative examples:

- a. In May 2025, two young Philadelphians were shot dead and nine others injured when three people fired several rounds into a crowd celebrating Memorial Day. Six teenagers were among the wounded. At least one of the weapons using in the deadly shooting was converted to fire automatically through use of a switch.
- b. At Fairmount Park, Philadelphia in June 2024, two people started shooting at each other while about 200 people were at a pop-up party at the park. One of

¹² Glenn Thrush, *Report Traces Rising Prevalence of Semiautomatic Pistols in Gun Crimes*, N.Y. TIMES (Feb. 2, 2023), <https://www.nytimes.com/2023/02/02/us/politics/gun-crime-atf.html#:~:text=Despite%20the%20widely%20publicized%20use%20of%20rifles%20in,accounting%20for%20about%2013%20percent%20of%20the%20total> [https://web.archive.org/web/20241112194914/https://www.nytimes.com/2023/02/02/us/politics/gun-crime-atf.html].

the shooters, a minor, used a switch, killing one seventeen-year-old girl and injuring four other teens.¹³

- c. On March 6, 2024, eight teenagers were shot at while waiting at a Philadelphia SEPTA bus stop after school. The shooters fired more than 30 rounds in a matter of seconds with the use of a switch. One boy was shot nine times.¹⁴
- d. In February 2023, while serving to protect the community of Brackenridge, Chief of Police Justin McIntire was shot and killed by a fleeing assailant wielding a Glock pistol modified with a switch to fire fully automatically. When police tracked down the assailant, he engaged them in a brutal firefight in which another police detective was wounded.¹⁵
- e. In Kennywood, Pennsylvania, a gunman with a switch-converted handgun shot and injured three people at a crowded amusement park in September 2022.¹⁶

19. The victims of these shootings join an increasingly long and tragic list of Pennsylvanians murdered or grievously wounded by handguns—including Glock pistols—modified with switches.

¹³ Joe Holden, *Suspect Arrested in Philadelphia Mass Shooting; Police Believe Another Is Linked Through Social Media*, CBS NEWS PHILA. (Nov. 15, 2024, at 7:56 AM), <https://www.cbsnews.com/philadelphia/news/philadelphia-mass-shooting-update/> [<https://perma.cc/778Z-YPC5>].

¹⁴ NBC10 Staff, *Final Suspect Arrested in Shooting Near SEPTA Bus That Injured 8 Students*, NBC PHILA. (Mar. 21, 2024, at 5:29 PM), <https://www.nbcphiladelphia.com/news/local/teenage-suspect-arrested-in-shooting-near-septa-bus-that-injured-8-students/3807218/> [<https://perma.cc/KM38-FRJ4>].

¹⁵ Rick Earle, *Target 11: DA, US Attorney to Discuss Crack Down on Illegal Glock Switches*, WPXI (Feb. 24, 2023, at 6:48 PM), <https://www.wpxi.com/news/local/target-11-da-us-attorney-discuss-crack-down-illegal-glock-switches/FN35T3YRUZHQJIBEL6JMKDFXQ/> [<https://perma.cc/9YBE-B9JV>].

¹⁶ Bill Hutchinson, *Kennywood Shooting: 3 Shot, Including 2 Teenagers, in Front of Ride at Amusement Park*, ABC NEWS (Sept. 25, 2022, at 11:13 AM), <https://abcnews.go.com/ABCNews/kennywood-shooting-shot-including-teenagers-front-ride-amusement/story?id=90471130> [<https://perma.cc/SVN3-7UBK>]; Nicole Ford, *DA Says Charges Can Now Be Filed for Possession of Glock Switches*, WPXI (Mar. 24, 2023, at 6:56 PM), <https://www.wpxi.com/news/local/da-says-charges-can-now-be-filed-possession-glock-switches/ONZBSZ4LGZEK5FPKSJSH66BI5Y/> [<https://perma.cc/RTB2-PC9B>].

20. In Philadelphia, the most prevalent crime gun is a Glock GMBD 9mm pistol and the fourth most common crime gun is the Glock INC 9mm pistol. In the past three years, over 400 crime guns recovered by Philadelphia police have been converted to fully automatic with a switch. The vast majority of pistols with switches were Glocks.

21. Glock's marketing, advertisement, and promotion of Glock fully automatic handguns to everyday citizens substantially contribute to the gun violence epidemic in Philadelphia and Pennsylvania. The primary feature of its semiautomatic handguns that Glock markets and promotes—that its handguns are “simple” and “easy” to modify—is precisely what makes Glock's handguns particularly easy to be converted into fully automatic machine guns via the attachment of Glock switches. Glock further advertises its semiautomatic handguns as having a “safe design” and promotes its company's “commitment to safety,” despite continuing to manufacture semiautomatic handguns that are easily converted into automatic weapons with the use of a switch. Glock knew that it could alter the design of its semiautomatic pistols to make them less susceptible to modification with a switch, as other gun manufacturers do, but refused to do so until recently faced with litigation by several public entities, including Philadelphia. For years, Glock was an industry outlier for maintaining its *unsafe* design. When Glock communicates that its semiautomatic handguns are safe, even though they are capable of easy conversion to a much more dangerous gun, it misleads and deceives consumers into purchasing a product that is not safe, but rather, frequently stolen and diverted into criminal channels.

22. Glock makes the business decision to advertise fully automatic machine guns to civilians because it allows the company to grow the profitability of its semiautomatic handguns. Glock tells its customers that fully automatic weapons are “fun” and desirable, but omits that fully

automatic weapons are almost always illegal for civilians to possess, that switches are not Glock accessories, and that converting a semiautomatic handgun to a fully automatic one is illegal.

23. By advertising in this manner, Glock fuels the market for guns converted with switches. Customers who cannot legally purchase Glock's fully automatic handguns view Glock's advertisements and are encouraged to buy Glock's semiautomatic handguns instead and convert them to automatic with an easily acquired switch. No other brand's handgun is as easily susceptible to modification through switches,¹⁷ and for years, Glock resisted any efforts to change its design to thwart switches' effectiveness. In essence, despite knowing that fully automatic handguns are extremely dangerous and not authorized for civilian use, Glock, through its advertisements and marketing, promotes civilian access to fully automatic handguns and allows the illegal market for switches to flourish.

24. Glock's decision to boost sales of its semiautomatic handguns through advertising that they are "easy" to modify and "safe," glorifying automatic pistols, and exploiting easy access to switches, rather than taking reasonable steps to curb the illegal modification of its semiautomatics by civilians, has endangered the health and safety of Philadelphians and all Pennsylvanians. Glock's promotions, advertising, and marketing confuse or deceive Pennsylvania residents into thinking that switches are legitimate and lawful accessories for firearms and exacerbate the gun violence epidemic, leaving residents increasingly fearful of using public streets, parks, schools, and transportation.

25. Glock's trade practices are immoral, unethical, oppressive, and unscrupulous. Despite being aware that converted Glock handguns have caused death and other serious injuries

¹⁷ Polymer80 formerly sold ghost guns (home-assembled, unserialized, and untraceable firearms) that were also readily modifiable with a switch because these ghost guns were modeled after Glock semiautomatic handguns.

to Philadelphia and Pennsylvania residents, Glock continues to promote the use of fully automatic Glock pistols to City and Commonwealth residents. Glock's conduct is brazenly in pursuit of profit without regard for the rule of law, public safety, or the lives damaged by the use of fully automatic handguns. With this lawsuit, the City and Commonwealth intend to put a stop to Glock's callous disregard of their citizens' well-being and of applicable laws.

26. The City and Commonwealth do not request any relief that would restrict or prohibit sales of Glock pistols to law enforcement officers, military, or other individuals authorized to purchase such firearms. Law enforcement officers and other authorized personnel are authorized to possess fully automatic weapons while on duty. This suit is focused solely on the marketing of Glock pistols to civilians in Pennsylvania.

27. Glock's conduct violates Pennsylvania's Unfair Trade Practices and Consumer Protection Law ("UTPCPL"), 73 P.S. §§ 201-1 to 201-10, and similarly violates the City of Philadelphia's Consumer Protection Ordinance, Title 9 Section 9-6300 *et seq.* ("PCPO").

28. Accordingly, as provided below, the City and the Commonwealth seek damages for violations of the UTPCPL and the PCPO and injunctive relief to stop Glock's unfair and deceptive business practices, including an order enjoining Glock from continuing to market automatic pistols to Philadelphia and Pennsylvania citizens via its website, social media, Pennsylvania firearm stores, or any other medium, and enjoining Glock from any additional marketing practices that promote the conversion of its semiautomatic handguns into illegal, fully automatic machine guns.

PARTIES

29. Plaintiff the Commonwealth of Pennsylvania (the "Commonwealth" or "Pennsylvania") by and through Lawrence S. Krasner, in his official capacity as the District

Attorney of Philadelphia, is suing in its sovereign capacity and on behalf of its citizens *parens patriae*.

30. Plaintiff the City of Philadelphia (the “City” or “Philadelphia”) is a municipal corporation organized under the laws of the Commonwealth of Pennsylvania, suing on behalf of the citizens of Philadelphia.

31. Defendant GLOCK, Inc. is a firearm manufacturer, dealer, and importer located in Smyrna, Georgia. Glock is incorporated under the laws of the State of Georgia as a domestic for-profit corporation, and its principal place of business is located at 6000 Highlands Parkway SE, Smyrna, Georgia 30082. Austrian limited liability company Glock Ges.m.b.H owns half of Glock’s stock, while Austrian limited liability company INC Holding GmbH owns the other half. Glock is a dominant player in the market for handguns in the US, bringing Glock hundreds of millions of dollars in annual revenue. Glock is materially involved in the manufacture, design, marketing, and promotion of Glock pistols for civilians, including those citizens residing in Philadelphia and Pennsylvania.

32. Defendant Glock Ges.m.b.H (“Glock Limited”) is an Austrian limited liability company, with its principal place of business in Deutsch, Austria. Glock Limited designs, manufactures, assembles, markets, advertises, distributes, and sells Glock handguns. GLOCK, Inc. then imports those handguns and component parts into the United States.¹⁸ GLOCK, Inc. uses Glock Limited’s component parts to assemble handguns that are distributed throughout the United States, including to civilian residents of Philadelphia and Pennsylvania. According to court filings,

¹⁸ See Charlie Gao, *Made in America: Why Glock Manufacturing Is Set to Grow in the United States*, NAT’L INTEREST (Aug. 6, 2021), <https://nationalinterest.org/blog/reboot/made-america-why-glock-manufacturing-set-growunited-states-191274> [<https://web.archive.org/web/20250529025330/http://web.archive.org/screenshot/https://nationalinterest.org/blog/reboot/made-america-why-glock-manufacturing-set-grow-united-states-191274>].

GLOCK, Inc. is the only company in the United States with which Glock Limited directly does business. Operating through GLOCK, Inc. and the GLOCK, Inc. dealer network, Glock Limited knowingly places its handgun products into the stream of commerce, with the intention that those products reach Philadelphia and Pennsylvania civilian residents.¹⁹

33. Glock Limited is the “center for the company’s multifaceted operations.” In addition to producing Glock handguns at its production facility, Glock Limited operates a “global administrative division, encompassing sales, logistics, exports, marketing, and training.”²⁰

34. The connection between GLOCK, Inc, and Glock Limited is extremely close, with Glock Limited maintaining significant involvement in the production and marketing of Glock pistols in the United States, including in Philadelphia and Pennsylvania.²¹ Glock’s annual magazine even refers to GLOCK, Inc. as Glock’s “U.S. Headquarters.”²²

35. GLOCK, Inc. and Glock Limited have worked, and continue to work, in tandem to have large numbers of Glock semiautomatic handguns that are readily susceptible to conversion into automatic weapons with a switch reach Philadelphia and Pennsylvania civilians.

36. GLOCK, Inc. and Glock Limited are hereafter collectively referred to as “Glock” in this Complaint.

¹⁹ See Barrett Paul, *Glock: The Rise of America’s Gun* (2012), available at <https://archive.org/details/glockriseofameri0000barr/mode/2up>.

²⁰ Glenn Adam Kendrick, *Glock International, a Global Symphony of Excellence*, GLOCK ANN. 85 (2024), available at <https://glockcollectorsassociation.org/collections/glock-annual-magazines> [<https://perma.cc/6YE3-GNFF>].

²¹ See Paul, *supra* note 19.

²² Chris Eger, *A Misconception Became the Icon*, GLOCK ANN. 36-37 (2023), available at <https://glockcollectorsassociation.org/collections/glock-annual-magazines> [<https://perma.cc/6YE3-GNFF>].

JURISDICTION AND VENUE

37. This Court has subject matter jurisdiction over this action pursuant to the Pennsylvania Constitution.

38. This Court has personal jurisdiction over Defendants through Pennsylvania's long arm statute, Title 42, Section 5322(a) and because Defendants carry on a continuous and systematic part of their general business within Pennsylvania, have transacted substantial business with Pennsylvania entities and residents, and have caused harm in Pennsylvania because of the specific business activities complained of herein, either directly or through their agents. Upon information and belief, Defendants market and promote Glock automatic and semiautomatic pistols in Philadelphia and Pennsylvania.

39. Venue is proper in this Court as the transactions and occurrences that form the basis for this Complaint occurred within the Commonwealth, including within Philadelphia County, Pennsylvania.

GENERAL ALLEGATIONS

I. Glock's Advertisements Deceive Consumers into Believing Fully Automatic Machine Guns Are Legal for Civilians to Possess.

A. Machine Guns Are Weapons of War and Illegal for Civilians to Possess.

40. Machine guns are brutal instruments of war. The purpose of a machine gun is singular: to kill or wound as many human targets as possible, in the least amount of time.

41. The former Solicitor General of the United States stated that fully automatic weapons "were originally developed . . . for use in battle."²³ Using just one hand, an individual could shoot up to 1,200 rounds per minute with a fully automatic handgun. Because of this rapid fire, fully automatic machine guns are difficult to aim, and consequently, soldiers and law

²³ Br. for the Pet'rs 2-3, *Garland v. Cargill*, No. 22-976 (U.S. Dec. 18, 2023) (internal citations omitted).

enforcement with access to fully automatic weapons receive extensive training to learn how to aim this weapon.

42. Notorious criminals have used machine guns in deadly shootings and massacres since the 1930s.²⁴ Infamous gangsters such as John Dillinger, Pretty Boy Floyd, and Al Capone used or provided their henchmen with machine guns to ambush police officers, murder rivals, or commit robberies.

43. Unsurprisingly, Pennsylvania now heavily regulates the purchase, possession, and use of automatic weapons. Under state law, it is unlawful to “make repairs, sell[], or otherwise deal[] in, use[], or possess[] any offensive weapon,” where “offensive weapon” includes machine guns.²⁵ Importers, manufacturers, and dealers may only sell or distribute new machine guns to federal, state, or local governmental agencies, and only if they are licensed to do so.²⁶

44. A machine gun is defined²⁷ as “any weapon which shoots, is designed to shoot, or can readily be restored to shoot, automatically more than one shot, without manual reloading, by a single function of the trigger.”²⁸ Specifically, the definition includes “parts designed and intended[] for use in *converting a weapon into a machine gun*, and any combination of parts from

²⁴ *National Firearms Act*, BUREAU OF ALCOHOL, TOBACCO, FIREARMS & EXPLOSIVES (last reviewed Mar. 14, 2025), <https://www.atf.gov/rules-and-regulations/laws-alcohol-tobacco-firearms-and-explosives/national-firearms-act> [<https://perma.cc/6YFB-3U2P>].

²⁵ 18 P.S. § 908(a).

²⁶ Pennsylvania law provides few, narrow exceptions to the prohibition on civilians possessing machine guns. Pennsylvania law states that machine guns may be possessed in compliance with the federal National Firearms Act (NFA), which allows governmental entities to possess machine guns and civilians to possess machine guns only if they existed prior to 1986 and are registered in accordance with the NFA’s requirements. 27 C.F.R. § 479.105. Other exceptions to Pennsylvania law prohibiting possession of machine guns are if the machine gun is possessed: (1) a curio or in a dramatic performance or (2) briefly in consequence of having found it or taken it from an aggressor or under circumstances similarly negating any intent or likelihood that the weapon would be used unlawfully. 18 P.S. § 908(b). Because these exceptions are so limited, throughout the Complaint we state that civilians generally cannot possess machine guns in Pennsylvania.

²⁷ Pennsylvania incorporates the federal definition of a machine gun into its own statutes.

²⁸ 18 P.S. § 908(a) (incorporating 26 U.S.C. § 5845(b) by reference).

which a machine gun can be assembled if such parts are in the possession or under the control of a person.”²⁹

45. Under this definition, a Glock switch, a small device that can easily and cheaply convert an accessible semiautomatic pistol into the fully automatic machine gun, qualifies as “any combination of parts” from which a machine gun can be assembled. When a Glock switch is affixed to a semiautomatic Glock pistol, that pistol also qualifies as a machine gun.

46. Pennsylvania courts have acknowledged that fully automatic machine guns belong to a category of weapons “having substantially no lawful uses.”³⁰

47. Consequently, civilian possession and use of fully automatic machine guns, Glock switches, and Glock pistols modified by switches are all unlawful under Pennsylvania statutes.³¹

B. Glock’s Advertising Misleads, Confuses, and Deceives Consumers into Believing Machine Guns Are for Recreational Use and Are Legal for Civilians to Possess.

48. Glock glorifies machine guns through advertising its fully automatic handguns to the civilian population, without disclosing that fully automatic handguns or Glock switches are illegal for civilian use.

49. The Philadelphia Police Department (the “PPD”) relies on Glock’s firearms to do their job safely and effectively, which has created a partnership with Glock premised on mutual respect and trust. In glorifying machine guns to civilians, Glock endangers the lives of all Philadelphians, including PPD members who rush to shootings perpetrated by assailants using

²⁹ *Id.* (emphasis added).

³⁰ *Commonwealth v. Adams*, 245 Pa. Super. 431, 434-35 (1976).

³¹ In Philadelphia, an ordinance also prohibits individuals from purchasing or otherwise taking ownership, possessing, or selling or otherwise transferring switches. *See* City Council B. 24047200, (Phila. 2024), <https://phila.legistar.com/LegislationDetail.aspx?ID=6696445&GUID=BF316626-67A6-4397-9830-7E3781A01430&Options=ID|Text|&Search=acceleration> [<https://perma.cc/3A6V-2H2Z>].

Glock switches. In turn, Glock has tainted the longstanding relationship that it has developed with the PPD.

50. Glock manufactures a fully automatic handgun known as the Glock 18 (“G18”). The G18 was designed and produced specifically for a specialized counterterrorism military agency within the Austrian government.³²

51. Glock continues to produce and sell the fully automatic G18 for police and military uses, including for use by the PPD. The G18 has the same basic design as the Glock 17 (“G17”), one of Glock’s most popular semiautomatic handguns. Indeed, Glock’s own website touts that the G18 “has the same characteristics like other previous models and the frame size of the service pistol classic G17.”³³

52. As a gun manufacturer required to maintain compliance with federal and state firearm regulations, Glock knows that fully automatic versions of its pistols are only legally available to law enforcement and military and cannot be legally sold to or possessed by civilians.

53. In spite of this knowledge, Glock has a pattern and practice of marketing fully automatic weapons to civilians. Glock exploits social media to promote fully automatic Glock pistols, and therefore the use of illegal switches, without clarifying that civilian use of these weapons is unlawful.

54. For example, in an Instagram post dated May 27, 2015, Glock posted a photo of two Glock pistols—the G18 and G18C, both fully automatic—with the caption: “G18 and G18C.

³² Robert Sadowski, *Book of Glock, Second Edition: A Comprehensive Guide to America’s Most Popular Handgun*, 182 (2023).

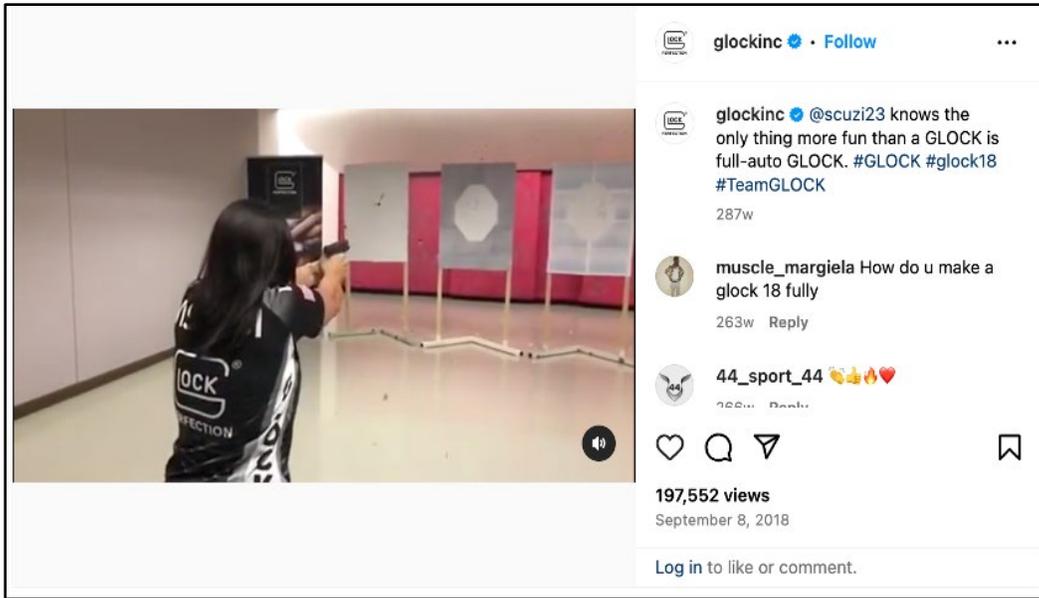
³³ *G18 – Fully Automatic 9mm Firepower*, GLOCK EU, <https://web.archive.org/web/20241107182631/https://eu.glock.com/en/products/pistols/g18> (last visited July 24, 2023).

Double your pleasure. Double your fun.”³⁴ The caption also uses the following hashtags—keywords preceded by the “#” symbol that permit Instagram to algorithmically promote the post to users who search for those keywords in Instagram’s search bar—“#GLOCK #2A #GlockPerfection #G18 #fullauto.” These hashtags, upon information and belief, reference Glock, reference “2A” which is a popular social media abbreviation for the Second Amendment to the United States Constitution, reference the G18 model specifically, and reference the capacity for fully automatic firing. The very first comment beneath Glock’s caption is a user stating “I’m looking for a glock18c.”

55. In an Instagram post dated September 8, 2018, that is still online, Glock specifically promoted to the general public how “fun” it is to possess and fire a fully automatic Glock. The post features a video of an individual firing a Glock 18 with the caption: “the only thing more fun than a GLOCK is full-auto GLOCK.” The very first comment beneath Glock’s caption is a user asking “How do u [sic] make a glock 18 fully [automatic],” demonstrating the confusion created by Glock’s post.³⁵

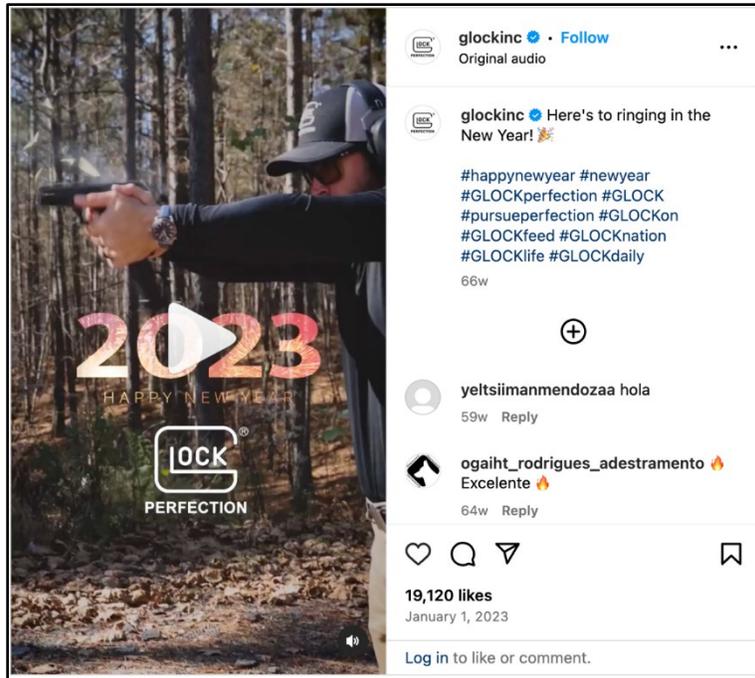
³⁴ Image posted by GLOCK, Inc. (@glockinc), INSTAGRAM, *G18 and G18C. Double Your Pleasure. Double Your Fun.* (May 27, 2015), <https://www.instagram.com/p/3MlcJxj8rk/> [<https://perma.cc/99V6-BHTF>].

³⁵ GLOCK, Inc. (@glockinc), *supra* note 6; Comment, Charixsa Soto (Apr. 12, 2021, at 3:27 PM), *on* GLOCK, *Michelle Viscusi Knows the Only Thing Better Than a GLOCK Is a Full-Auto GLOCK*, FACEBOOK (Apr. 12, 2021), <https://www.facebook.com/watch/?v=335632923649065> [<https://perma.cc/PLR8-N8UY>] (comment is “a G18 I want it”); Video posted by GLOCK, Inc. (@GLOCKInc), X, @MichelleViscusi *Throwing Down Some Full-Auto Action at Our Austria HQ*, (Sep. 5, 2018), <https://x.com/GLOCKInc/status/1038457378210033664> [<https://perma.cc/S3YW-XFMU>].



56. Similarly, in a 2023 New Year’s social media post, that is still online, Glock posted a video of an individual firing both semiautomatic and fully automatic handguns. As the video counts down from ten, the individual is shown firing the corresponding number of bullets from a semiautomatic handgun; but once the countdown reaches one, the video shows the same individual now firing a fully automatic handgun with bullets emerging in rapid succession. The post features a caption: “Here’s to ringing in the New Year!” suggesting that anyone can fire an automatic Glock as a form of celebrating the New Year.³⁶

³⁶ Video posted by GLOCK, Inc. (@glockinc), INSTAGRAM, *Here’s to Ringing in the New Year!* (Jan. 1, 2023), <https://www.instagram.com/p/Cm357uAhVox/> [<https://perma.cc/LG4M-AC7W>]; Video posted by GLOCK, FACEBOOK, *Happy New Year! Here’s to Ringing in the New Year* (Jan. 1, 2023), <https://www.facebook.com/reel/523166469792361>.



57. Also on Instagram, in a post that is still online, Glock posted a video of a man unloading a G18 with a single pull of the trigger. The caption to the video reads, “Just another day at the office for #TeamGLOCK Captain, @shane_coley, and his G18.”³⁷

58. Notably, in these social media posts, Glock never identifies the fully automatic firearm as one unavailable to the general public, Glock never disclaims or warns against unlawful modification of its semiautomatic pistols with switches, and Glock never explains to consumers that possession or use of a machine gun is unlawful for civilians.

59. Glock also regularly provides access to the fully automatic G18 handgun for civilian visitors to the company’s Smyrna, Georgia headquarters, exploiting the G18’s fully automatic firing capability as a marketing tool. For example, in a YouTube video taken at Glock’s U.S. headquarters, a Glock USA Rangemaster shoots the Glock 18C and shows off its features to visitors. Pointing to the

³⁷ Video posted by GLOCK, Inc. (@glockinc), INSTAGRAM, *Just Another Day at the Office for #TeamGLOCK Captain, @shane_coley* (Dec. 30, 2016), <https://www.instagram.com/reel/BOpLZosAPa/> [<https://perma.cc/TDJ5-5XUJ>].

selector switch that turns the gun into a fully automatic machine gun, the Rangemaster states, “Here’s the, what we call the *fun switch*, that’s one of the names for it.” Later in the video, the Rangemaster fires the G18C in fully automatic mode, wielding the weapon with a single hand. The visitors are then given the opportunity to fire the G18C—which is again not legally available to the public.³⁸

60. Through these social media posts, marketing, advertisements, and promotions, Glock makes material representations that influence the opinions or actions of civilian consumers regarding the legality of possessing fully automatic Glock pistols and the legality of purchasing a Glock semiautomatic pistol and converting it to a machine gun using a switch. Specifically, Glock has made at least the following deceptive, misleading, and unlawful representations (or which have the tendency to confuse or mislead):

- a. That its fully automatic pistols are permitted for public, leisure, or recreational use;
- b. That firing a Glock pistol in fully automatic mode—like a machine gun—is a fun act, available to anyone, and meant to provide pleasure or enjoyment to the shooter;
- c. That its fully automatic pistols are superior to its semiautomatics;
- d. That firing a fully automatic Glock is simple and can be done by untrained individuals; and
- e. That selector switches on its fully automatic pistols are features available and accessible to the general public, and that converting a semiautomatic pistol to fire in fully automatic mode is a desirable activity.

61. Because of these, and other, material misrepresentations, a consumer is highly likely to be misled or confused into thinking it is legal for civilians to possess fully automatic machine guns. But

³⁸ TFB TV, *The Full Auto Glock 18C Machine Pistol* (YouTube, Aug. 17, 2017), <https://www.youtube.com/watch?v=cc4ZTIsusTQ> [<https://perma.cc/46YT-TTCE>].

fully automatic Glock pistols are not manufactured for, nor are they legally available to the general public. Fully automatic Glock pistols are machine guns, intended for use by law enforcement or military, not for social or leisure use. Proper and safe use of a fully automatic Glock pistol is neither simple nor intended for untrained individuals. Additionally, switches that permit a semiautomatic Glock pistol to be converted into a fully automatic one are not legally available to the public and are not manufactured by Glock for the public, and installation of Glock switches by civilians—whether through self-help or otherwise—is unlawful.

62. When Glock misleads or confuses the public into believing that fully automatic guns are legal for civilian use, civilians purchase Glock semiautomatic pistols and convert them to machine guns with switches. Indeed, civilian consumers acting reasonably under the circumstances, including those residing in Philadelphia and Pennsylvania, are likely to be misled, confused, or deceived into believing these material misrepresentations are true.

63. And indeed, Glock’s deceptive and misleading representations have, and will continue, to cause customer confusion regarding the availability and legitimacy of Glock switches and fully automatic Glock pistols for public use. For example:

- a. A user commented on a video posted by Glock asking: “Where do I get a full auto Glock they were shooting?”³⁹
- b. A user commented under a Glock Facebook post: “I like the [Glock] 18, I am pretty sure that’s factory full auto 9 mm para, but I’ve only fired a conversion at a show in Kentucky where it’s legal. That was perfect.”⁴⁰

³⁹ Comment, @pwhitesp (July 21, 2020), on GLOCK, Inc., INSTAGRAM (July 21, 2020), https://www.instagram.com/p/CC6W_dII21k/?img_index=2 [<https://perma.cc/PQA6-MLFL>].

⁴⁰ Comment, Matthew McLaughlin (Apr. 24, 2016, at 7:10 PM), on GLOCK, *House GLOCK Is Ready*, FACEBOOK (Apr. 24, 2016), <https://www.facebook.com/GLOCK/photos/pb.100064674824265.-2207520000./10154125678506797/?type=3>.

- c. Under a Glock post on Facebook about Christopher Edwards, who has taught Glock classes for more than twenty years, a user commented: “I saw him empty a Glock 18 full auto with one hand on a YouTube video. Impressive.”⁴¹
- d. In response to a Glock Facebook post asking “What do you like the most about the design of your GLOCK?”, a user commented: “you can make with the cool [accessories] full auto the GLOCK pistol.”⁴²
- e. Underneath a Glock Facebook post, a user commented: “Wow a fully semi automatic. G17 easily converts to full auto.”⁴³
- f. Underneath a Glock Facebook post, a user commented: “Es mas facil comprar una 17 y ponerle un kit full auto eso es lo que hacen la genta ya que la 18 son dificiles be comprar.”⁴⁴ Translated to English it says, “It is easier to buy a 17 and put a full auto kit on it that’s what [people] do given that the 18 are difficult [to] buy.”
- g. A user posted a photo of an auto sear on the Glock Facebook page with the comment: “full auto Glock.”⁴⁵

⁴¹ Comment, Brian McDonald (Apr. 4, 2019, at 5:39 PM), on GLOCK, *Meet Chris Edwards.*, FACEBOOK (Apr. 4, 2019), <https://www.facebook.com/photo?fbid=10157068950686797&set=a.158024376796>.

⁴² Comment, Juan Mercurio (Aug. 5, 2015, at 9:54 PM), on GLOCK, *What Do You Like Most About the Design of Your GLOCK?*, FACEBOOK (Aug. 5, 2015), <https://www.facebook.com/photo?fbid=10153523110921797&set=a.158024376796>.

⁴³ Image posted by GLOCK, FACEBOOK, *The Best There Is.* (Oct. 6, 2020), <https://www.facebook.com/photo?fbid=10158646873596797&set=a.158024376796>.

⁴⁴ Comment, Frankie Carioca (Oct. 5, 2015, at 4:33 PM), on GLOCK, Inc., *Spread the Word.*, FACEBOOK (Sep. 30, 20105), <https://www.facebook.com/photo?fbid=10153656150021797&set=a.158024376796>.

⁴⁵ Comment, Migel de Filadelfia (Aug. 26, 2017, at 9:04 PM), on GLOCK, Inc., *The Prettiest Sunset We’ve Ever Seen.*, FACEBOOK (Aug. 17, 2017), <https://www.facebook.com/photo?fbid=10155599082176797&set=a.158024376796>.

- h. A user posted two videos to the Glock Facebook page featuring the user shooting a Glock pistol equipped with an auto sear with the comment: “Full auto sear Glock fun yesterday for me.”⁴⁶

64. Upon information and belief, Glock has not corrected, or clarified these misleading and deceptive representations, despite being aware of their materiality and negative impact, and aware that its customers are confused as to the legality and availability of fully automatic Glock pistols and switches. In doing so, Glock transforms its pistols from firearms that the City has long viewed as reliable for law enforcement use, into guns that threaten public safety.

C. Glock Targets Vulnerable Populations with Its Confusing, Misleading, and Deceptive Advertisements and Marketing.

65. If Glock’s foregoing deception was not enough, even more deplorable, Glock targets its promotions, advertisements, and marketing of fully automatic pistols to children, teens, and young men, a population particularly vulnerable to the gun industry and its advertisements.

66. Firearm companies have teamed up with partners like the National Rifle Association and the National Shooting Sports Foundation (NSSF) in an industry-wide effort to market firearms to kids.

67. Glock is no exception. Glock officially licenses its trademark to Umarex USA for the manufacture and sale of replica handguns, which allows Umarex to make toy guns identical to Glock’s, increasing Glock’s popularity and brand recognition amongst children.

68. And despite that fully automatic handguns are generally not legal for public use, Glock specifically licenses its trademark for its fully automatic handguns to Umarex USA. The replica G18C

⁴⁶ Comment, Bryan Young (July 14, 2019, at 2:46 PM), *on* GLOCK, Inc., *Doesn’t Black Go with Everything?*, FACEBOOK (July 14, 2019), <https://www.facebook.com/photo/?fbid=10157319775401797&set=a.158024376796>.

pictured below can fire “in both semi and full auto configurations” and is featured with an extended magazine.



GLOCK G18C GEN 3 GBB 6MM BLACK AIRSOFT PISTOL

Manufacturers: GLOCK AIRGUNS AND AIRSOFT , GLOCK AIRGUNS AND AIRSOFT
SKU: 2276332
THIS ITEM MAY BE RESTRICTED FROM SHIPPING TO SOME AREAS

\$209.99

This is the G18C variant of a GLOCK in airsoft form that fires 6mm plastic BBs and uses the efficient GBB power system.

QTY: 1

Source: www.umarexusa.com⁴⁷

69. The replica Glocks have “the same grip angle, the same feel, the same weight, the same heft, the same dimensions, [and] the same balance” as a real Glock handgun.⁴⁸

70. Other toy handguns that look eerily identical to real Glock handguns are targeted for sale to kids, and to boys more specifically. The G18C “toy” pictured below lists “automatic shell ejection” and does not even possess an orange tip distinguishing it from a real gun. Upon information and belief, Glock has not taken any steps to challenge the sale of these guns.

⁴⁷ *Glock F18C Gen 3 GBB 6MM Black Airsoft Pistol*, UMAREX USA, <https://perma.cc/G2X6-PXWC> (last visited Nov. 7, 2024).

⁴⁸ David Jay, *Real or Replica Gun? Billings Shop Owner Says It’s Tough to Tell the Difference*, KTVQ (Feb. 18, 2022, at 8:24 PM), <https://www.ktvq.com/news/local-news/real-or-replica-gun-billings-shop-owner-says-its-tough-to-tell-the-difference> [<https://perma.cc/J7LH-TGZ9>].

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Gun Toys Mp40 Laser Blowback Toy Pistol Blaster Launcher For Adts Boys Outdoor Games Drop Delivery Gifts Model Dhh0E Best quality

★★★★★ 5.0 (5 Reviews) | 15 sold

US \$38.92 - 62.68 / Piece

US \$62.68 1 Piece+	US \$59.54 2 Piece+	US \$51.79 6 Piece+	US \$45.24 7 Piece+
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Coupon & Discount

\$60 New Buyer Coupon Pack Claim

~~\$10 OFF~~

Options:
1

Quantity: | 10000 in stock
Min. Order: 1 Piece

Shipping Cost: **Free Shipping**

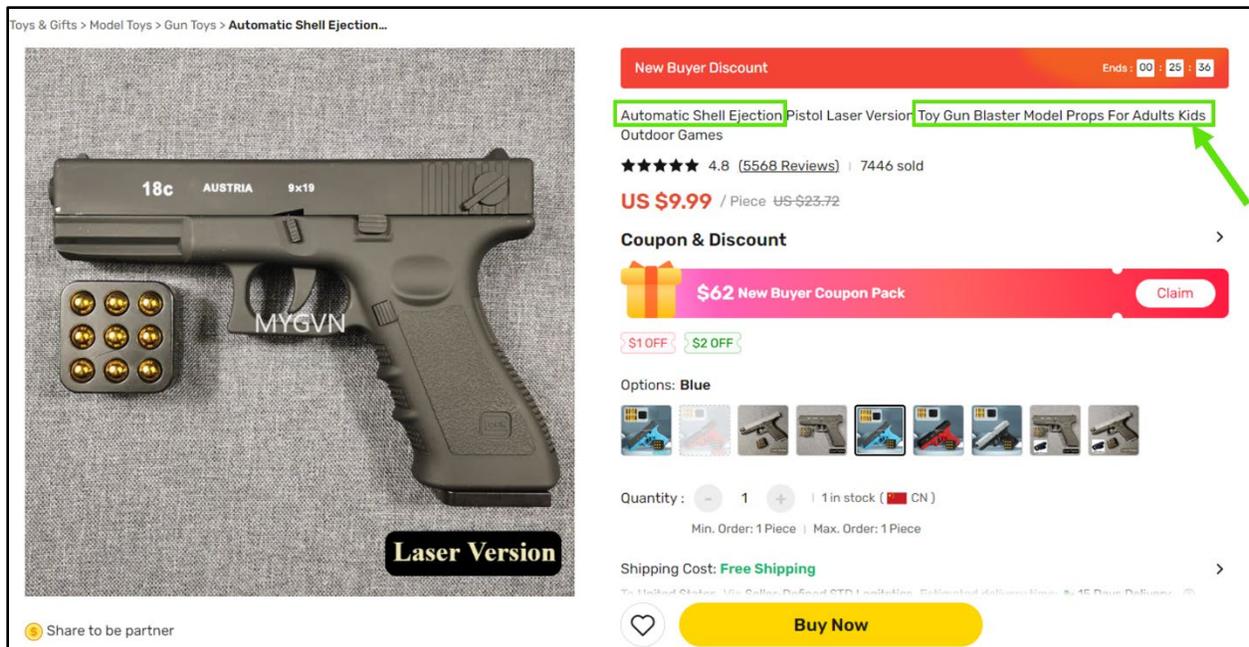
To United States Via Seller-Defined STD Logitstics Estimated delivery time: Oct. 6 - Oct. 10

♡ Buy Now Add to Cart

Share to be partner

Source: DHgate.com⁴⁹

⁴⁹ *Gun Toys MP40 Laser Blowback Toy Pistol Blaster Launcher For Adts Boys Outdoor Games Drop Delivery Gifts Model Dhh0E Best quality*, DH GATE, https://web.archive.org/web/20241107210040/https://www.dhgate.com/product/gun-toys-mp40-laser-blowback-toy-pistol-blaster/985736825.html?d1_page_num=1&dspm=pcen.sp.list.2.aTBpunNPIP5FhEnk6bKd&resource_id=985736825&scm_id=search.LIST..@.keywordSearchFlow%7Cv2%7C670_2,42_4,526_3,596_2,662_2,63_2,594_1,661_0,591_0,593_2,590_0,592_3,595_4%7C8b97b8c8ff5c486683e16f3e88f3dfdb%7Cbestmatch.newC.&skuId=1258762230246551570#s1-1-1;sear1%7C3613330245:2 (last visited Nov. 7, 2024).



Source: www.DHgate.com⁵⁰

71. Further demonstrating that the gun industry targets youth, the NSSF, the official trade association for the firearms industry, drafted a report and consumer study with suggestions on how to grow gun popularity among youth. The report’s solutions centered on encouraging the gun industry to use social media.⁵¹ The NSSF implored the gun industry to “team with current online media firms to take advantage of their reach and their abilities to communicate.”⁵² Additionally, the NSSF expressed that “Because youth are online to be entertained, messages that emphasize **fun** should be used in this setting.”⁵³

⁵⁰ *Automatic Shell Ejection Pistol Laser Version Toy Gun Blaster Model Props for Adults Kids Outdoor Games*, DH GATE, https://web.archive.org/web/20240915170752/https://www.dhgate.com/product/glock-colt-automatic-shell-ejection-pistol/773530413.html?f=bm%7Caff%7Cyfaf%7C1049841%7C1049841_1070292_734450%7CS66e4456ee4b04053f9133797%7C (last visited Sep. 15, 2024).

⁵¹ Josh Sugarmann, “*Start Them Young*,” *How the Firearms Industry and Gun Lobby Are Targeting Your Children*, VIOLENCE POL’Y CTR., 34 (Feb. 2016), <https://vpc.org/studies/starttheyoung.pdf> [<https://perma.cc/32A8-HXZ7>].

⁵² *Id.*

⁵³ *Id.* (emphasis added).

72. Glock took these lessons to heart in its marketing strategy for its fully automatic guns.

73. As noted above, many of Glock’s social media posts reference how “fun” the “full-auto GLOCK” is and how the fully automatic Glock handgun has a “fun switch.”⁵⁴

74. Other Glock social media posts target young men when they reference the fully automatic Glock model G18C with captions such as “The G18C in all its glory . . . #GlockPorn.” and “Double your pleasure. Double your fun.”⁵⁵ Upon information and belief, in making these statements, Glock aims to excite teens and young men by aligning Glock machine guns with “pleasure,” “porn,” and thereby, sexual activity.

75. Teens and young men are highly susceptible to this marketing because they crave social connection and peer approval, which is precisely why Glock targets this vulnerable population.⁵⁶ According to psychologist Dr. Jillian Peterson, “[s]ocial media content that suggests that an assault weapon will make them powerful or attractive to beautiful women can be a dangerous message to a vulnerable teenager.”⁵⁷

76. Moreover, to further target teens and young men, Glock features its products—including fully automatic handguns—in video games.

77. G18s and Glocks converted into machine guns with switches have appeared in the popular video game franchises *Call of Duty: Modern Warfare 2*, *Tomb Raider: The Angel of Darkness*, *Army of Two: The 40th Day*, *Jagged Alliance: Back in Action*, *Max Payne 3*, *Warface*, and *Krunker*. A YouTube reviewer of *Modern Warfare 3* noted that a user can select “a conversion kit where you can

⁵⁴ TFB TV, *supra* note 38; GLOCK, Inc. (@glockinc), *supra* note 6.

⁵⁵ Image posted by GLOCK, Inc. (@glockinc), INSTAGRAM, *The G18C in All Its Glory* (Aug. 13, 2015), <https://www.instagram.com/p/6U2pcXD8qC/?hl=nb> [<https://perma.cc/LS3E-5NJ8>].

⁵⁶ See *Firearm Marketers Have a Target They Don’t Want You to Know About: Our Children*, SANDY HOOK PROMISE, <https://www.sandyhookpromise.org/untargetingkids/> [<https://web.archive.org/web/20250407160710/https://www.sandyhookpromise.org/untargetingkids/>] (last visited May 28, 2025).

⁵⁷ *Id.*

go ahead and turn it from a Glock to a Glock with a switch . . . these pistols are so insane that we ended up dropping over 45 kills.”⁵⁸

78. Not only does Glock deceive and misrepresent the legality and availability of fully automatic Glock pistols and switches, it targets this deception to vulnerable teenagers and young men, demonstrating that there is no limit to which Glock will prioritize profit over human lives.

II. Glock’s Deceptive Advertising of Fully Automatic Weapons Increases Conversions of Glock Semiautomatic Handguns into Extremely Deadly and Illegal Machine Guns Through the Use of Switches.

79. Glock’s advertising of fully automatic machine guns to civilians is particularly harmful because of the ease with which civilians can obtain fully automatic weapons through purchasing a semiautomatic Glock handgun and converting it to fully automatic with a Glock switch.

80. Pennsylvania’s statutory prohibitions on possessing fully automatic weapons make machine guns very difficult for civilians to acquire.

81. By contrast, semiautomatic weapons are legal and easy for civilians to obtain in Pennsylvania. An individual who is not otherwise prohibited from purchasing a firearm can go to a licensed dealer and purchase a semiautomatic firearm without any waiting period, without a license or permit to purchase, and without any training.⁵⁹

82. Accordingly, many who are enticed by Glock’s advertising to obtain a fully automatic machine gun can purchase a Glock semiautomatic handgun and attach a Glock switch, to possess the fully automatic weapon they desire.

⁵⁸ Rush, **NEW* Glocks w/SWITCHES in WARZONE 3!!* (YouTube, Aug. 16, 2024), <https://www.youtube.com/watch?v=8-l-VEmr8sU> [<https://perma.cc/AB88-LSHY>].

⁵⁹ *Pennsylvania Gun Laws*, CEASEFIREPA, <https://www.ceasefirepa.org/wp-content/uploads/2019/06/Pennsylvania-Gun-Laws-PDF.pdf> [<https://perma.cc/62KR-BKB9>] (last visited May 28, 2025).

A. Semiautomatic Handguns Are Quickly Converted into Fully Automatic Machine Guns with a Switch.

83. Switches convert a semiautomatic pistol, designed to fire one round per trigger pull, into a machine gun, capable of emptying an entire magazine with just one trigger pull in as little as seconds, through altering the trigger and firing mechanics of pistols.⁶⁰ As explained by Neil Zubaty, a special agent in the Philadelphia office of ATF: “If you hold down the trigger, you will expel as many rounds as there are loaded.”⁶¹

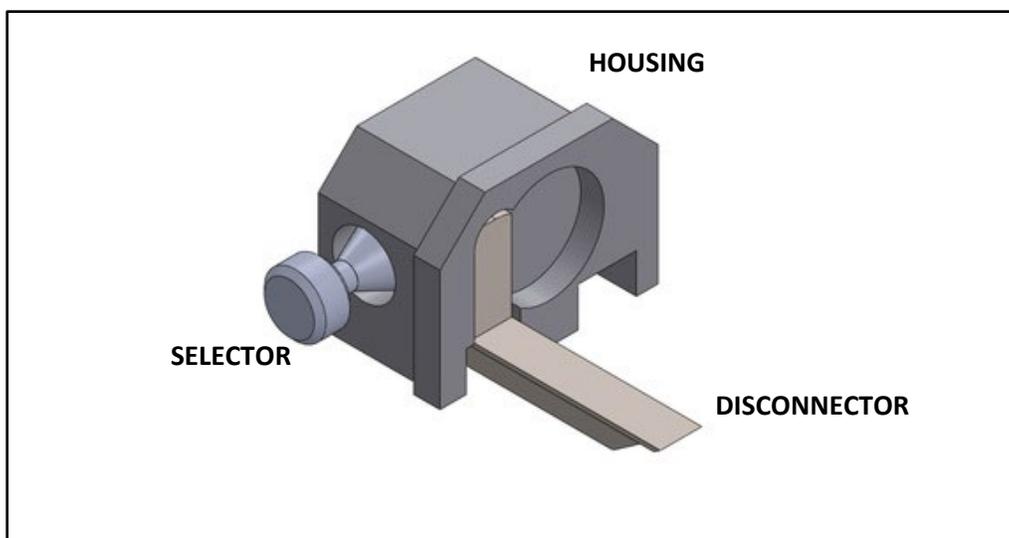
84. Often compared to a “small Lego piece,” switches are quarter-size attachments.⁶² Structurally, the switch is often comprised of a housing frame, a disconnecter, and a selector.⁶³

⁶⁰ Bill Hutchinson, *‘I Feel Terrified’: Inventor of ‘Glock Switch’ Technology Says He Regrets Creation*, ABC NEWS (June 24, 2024, at 5:04 AM), <https://abcnews.go.com/US/feel-terrified-inventor-glock-switch-technology-regrets-creation/story?id=111271476> [<https://perma.cc/P4XM-T5QC>].

⁶¹ Tanenbaum, *supra* note 11.

⁶² Bill Hutchinson & Jennifer Vilcarino, *Machine-Gun Conversion Device Dubbed ‘Glock Switches’ Taking Violence to the ‘Next Level’: Experts*, ABC NEWS (June 24, 2024, at 7:26 AM), <https://abcnews.go.com/US/machine-gun-conversion-device-taking-violence-level-experts/story?id=110855649> [<https://perma.cc/G5T8-8EXS>]; Julia Rothman & Shaina Feinberg, *This \$20 Device Turns a Handgun Into an Automatic Weapon*, N.Y. TIMES (July 1, 2022), <https://www.nytimes.com/2022/07/01/business/auto-sear-handgun-automatic.html> [<https://web.archive.org/web/20250624141058/https://www.nytimes.com/2022/07/01/business/auto-sear-handgun-automatic.html>]. Some even compare the switch to the size of a dime. *See* Bureau of Alcohol, Tobacco, Firearms and Explosives, ATF Firearms & Ammunition Technology Division Technical Bulletin 17-04 (2017), *United States v. Freitas*, No. 20-cr-00223 (N.D. Cal. May 29, 2020), Dkt. No. 42, Ex. 5.

⁶³ The selector part of the switch permits the user to toggle between the weapon’s regular firing function—semiautomatic—and the illegal, fully automatic machine gun mode. Many switches do not have a selector and permanently keep the Glock pistol in fully automatic firing mode.



85. As seen below, a Glock illegally modified by a switch contains only a small protruding portion at the rear of the gun (image on the left), compared to an unmodified Glock (image on the right). Some newer Glock switches barely protrude at all.

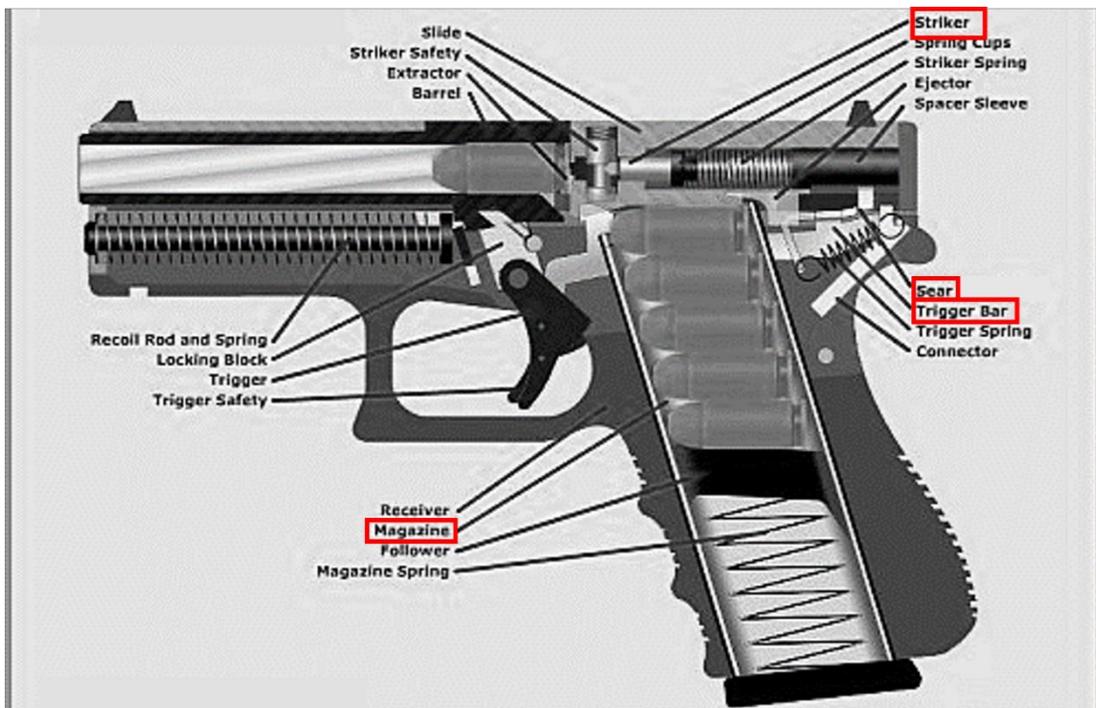


86. A Glock switch works by limiting the function of a Glock handgun’s “trigger bar,” which is a large internal mechanism that effectively functions as the “sear” in Glock handguns.⁶⁴ When a Glock switch is not attached, a Glock handgun’s trigger bar ensures the gun only fires one bullet per trigger pull by stopping the “striker” or “firing pin”—the part of the gun that “strikes” the round to fire the bullet—after one shot is fired.

⁶⁴ A semiautomatic pistol’s sear normally ensures that the gun’s striker or hammer is retained in a held back position, preventing the firearm from firing again until the trigger is released and pulled again.



Glock semiautomatic handgun with no switch (external).



Glock semiautomatic handgun with no switch (internal).

87. When a Glock switch is added, however, the switch inserts an angled metal or plastic “disconnecter” bar into the back of the gun, thereby “disconnecting” the trigger bar from the striker and preventing the trigger bar from stopping the striker after each shot. A pistol equipped with a switch will fire as long as the trigger is pulled or until the supply of ammunition

is exhausted. Extended magazines with up to 100 rounds are available for anyone to purchase in Pennsylvania and attach to their Glock handgun.

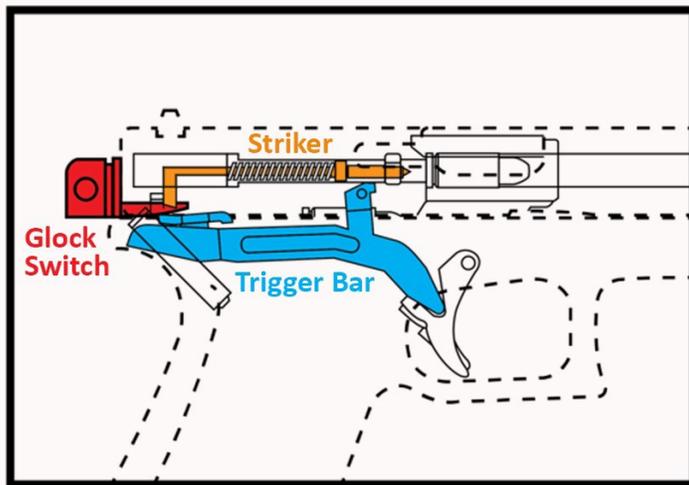


Figure: A Glock handgun with a Glock switch attached, showing how the Glock switch holds down the trigger bar to enable automatic firing. Glock handguns are particularly easy to illegally transform into machine guns.

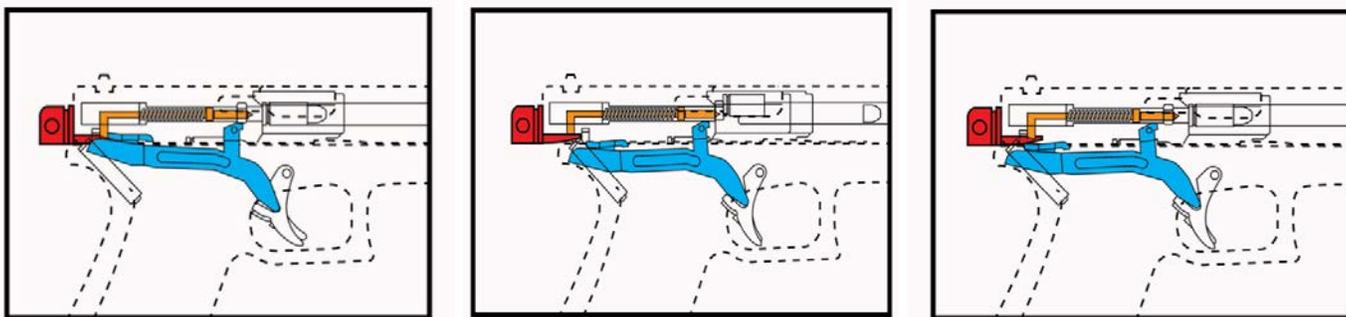


Figure: Illustration of a semiautomatic Glock handgun equipped with a switch before the trigger pull (left); following the trigger pull, as the striker and slide move backward with recoil (middle); and as the next bullet fires as the Glock switch holds down the trigger bar (right).

88. For Glock’s Generation 1 through 4 pistols (referred to as “Gen1” through “Gen4”), which have been produced for decades in the United States, adding a switch consists of just two, quick steps:

- a. First, using a screwdriver, the user removes the rear plastic backplate of the gun’s slide.

b. Second, the user places the switch into the backplate's position.



89. There are dozens, if not hundreds, of videos available online explaining how one might easily accomplish this illegal modification of a Glock pistol.⁶⁵

90. For years, Glock sold “Gen3” and “Gen4” pistols to civilians in the United States, including civilian consumers in Philadelphia and Pennsylvania.⁶⁶

91. Glock’s more recent “Gen5” pistols entered the United States market in 2017. Illegal modification of these pistols requires one additional, simple step: filing or clipping a small

⁶⁵ See, e.g., video posted by @Letreacomb, FACEBOOK, *How to Install Glock Full Auto Switch* (June 21, 2022, 1:29 AM), <https://www.facebook.com/100063815394590/videos/how-to-install-glock-full-auto-switch/1185300678678624>; video posted by @Knifeshomes, FACEBOOK, *How to Install Glock Full Auto Switch* (Apr. 17, 2021, 3:12 AM), <https://www.facebook.com/knifeshomes/videos/how-to-install-glock-full-auto-switch/227916132441449>; @silencer-sales525, *Full Auto Glock Instruction* (YouTube, Dec. 10, 2020),

<https://web.archive.org/web/20240319183345/https://www.youtube.com/watch?v=0L4Wxg4CCCg>; @BaaSicStuff, *Auto Conversion for Any Glock Pistol, in 90 Sec* (YouTube, Mar. 23, 2023), <https://web.archive.org/web/20240312012409/https://www.youtube.com/watch?v=fSCVPVysdwg>.

⁶⁶ See *G17*, GLOCK, <https://perma.cc/U7PF-94RS> (last visited May 28, 2025); *G19*, GLOCK, <https://perma.cc/6NLT-9J6B> (last visited May 28, 2025); *G26*, GLOCK, <https://perma.cc/5J6K-YUYY> (last visited May 28, 2025); *G34*, GLOCK, <https://perma.cc/D5XB-UP7C> (last visited May 28, 2025).

plastic notch before the switch can be affixed. This additional step is neither an obstacle nor a deterrent to anyone, including a civilian seeking to modify their Glock pistol into a fully automatic weapon.⁶⁷ Like its other models, Glock’s Gen5 pistol can be converted into a machine gun in a matter of seconds, or at most mere minutes, with minimal labor or skill required. And like other Glock models, there are video ‘tutorials’ online that also explain how to illegally modify a Gen5 Glock. One such video, with over 700,000 views, provides step-by-step instructions on how to attach a switch to a Glock Gen5 pistol in a short amount of time, instructing viewers that all they need to do is “take that little notch off,” which “wasn’t that big of a deal.”⁶⁸ Another video from 2020 with close to 40,000 views depicts a switch modification of a Glock Gen5 pistol in under 2 minutes.⁶⁹

92. After pressure from a series of lawsuits filed by public entities, Glock discontinued the Gen3, Gen4, and Gen5 pistols.⁷⁰ Glock then released a new series of “V” models in late 2025 and a new Gen6 model in January 2026.⁷¹ It remains to be seen whether these models are as susceptible to switches as previous designs. However, even if they were not as easily convertible, their release does not change how earlier or existing designs can be altered into machine guns through a switch. Although Glock no longer sells Gen3, Gen4, or Gen5 pistols, these pistols are

⁶⁷ Glock has not stated publicly that the tab on the Gen5 was added in response to concerns about Glock switches. But the tab makes attaching Glock switches *slightly* more challenging and has no other evident purpose.

⁶⁸ Royal Range USA, *Full Auto Glock 17 GEN5!!!* (YouTube, Aug. 30, 2017), <https://www.youtube.com/watch?v=JSIX0Hscz1Y> [<https://perma.cc/Q3YD-RXWE>].

⁶⁹ @silencer-sales525, *Full Auto Glock Instruction* (YouTube, Dec. 10, 2020), <https://web.archive.org/web/20240319183345/https://www.youtube.com/watch?v=0L4Wxg4CCCg>.

⁷⁰ Ken Ong, *Glock Discontinuing Gen 4 & Gen 5 Models: Complete List + What You Need to Know*, DAMAGE FACTORY (Oct. 21, 2025), <https://damagefactory.com/glock-discontinuing-gen-4-gen-5-models-complete-list-what-you-need-to-know/> [<https://perma.cc/MZJ3-6FEV>].

⁷¹ *GLOCK Gen6 Firearms*, GLOCK <https://us.glock.com/en/products/gen6> [<https://perma.cc/TV2G-26R9>] (last visited Mar. 11, 2026); Press Release, GLOCK, The GLOCK V Series is Coming, <https://www.usacarry.com/wp-content/uploads/2025/10/glock-v-series.png> [<https://perma.cc/Q3AG-SKFD>] (last visited Mar. 13, 2026).

still in circulation because Glock has taken no steps to remove them from the market. Indeed, Glock continues to “service” these dangerous weapons even after their discontinuation.⁷²

B. Switches Are Easy to Obtain.

93. Switches are not only quick and easy to affix to a Glock semiautomatic handgun, but they are also cheap and easy to obtain. Switches can be bought for as little as \$20.⁷³ Many switches are made in foreign countries, falsely marketed online under household or recreational product categories, and illegally imported into the United States.⁷⁴

94. Overseas manufacturers of Glock switches are difficult to trace, as their practice is to dissolve quickly to avoid investigation or legal action, with new manufacturers emerging in their place.

95. Glock switches in the United States can also be manufactured with 3D printers using digitally available blueprints that are easily found online.⁷⁵

96. Because of home manufacture and their hidden entry into the United States, Glock switches are all but impossible to trace, intercept, and eliminate, allowing for an abundant supply for interested consumers to access.⁷⁶

97. This easy access to Glock switches provides the perfect way for any civilian seeking a fully automatic weapon to transform a Glock pistol into a rapid-fire machine of war.

⁷² *Id.*; see also Shooting News Weekly, *GLOCK Discontinues Dozens of Popular Handgun Models*, <https://www.shootingnewsweekly.com/business/glock-discontinues-dozens-of-popular-handgun-models/> [<https://perma.cc/2V4U-UFU7>].

⁷³ Rothman & Feinberg, *supra* note 62.

⁷⁴ Frank Main et al., *In Chicago, Handguns Turned into High-Capacity Machine Guns Fuel Deadly Violence*, NPR (Oct. 28, 2022, at 5:00 AM), <https://www.npr.org/2022/10/28/1131026241/chicago-handgun-violence-auto-sear-machine-gun> [<https://perma.cc/2DVS-LQWT>].

⁷⁵ Cameron Knight, *What to Know About “Glock Switches,” the Devices That Make Handguns Full Auto*, CINCINNATI ENQUIRER (Feb. 24, 2023, at 9:02 AM), <https://www.cincinnati.com/story/news/crime/2023/02/23/glock-switch-how-does-it-work-3d-printed-illegal-gun-modification/69935012007/> [<https://perma.cc/XW9K-5VJM>].

⁷⁶ Main, *supra* note 74.

98. Consequently, Glock’s decision to advertise fully automatic machine guns to civilians has real consequences, not hypothetical ones. Ordinary citizens see Glock’s advertisements, and unable to buy a Glock 18 or 18C, they are still able to purchase a Glock semiautomatic handgun, affix a Glock switch to it, and almost instantly obtain the fully automatic handgun they desire.

III. Glock Resisted Taking Meaningful Steps to Prevent the Proliferation of Machine Guns and Instead Glock Marketed Its Semiautomatic Handguns as “Simple” and “Easy” to Modify and Misleads, Confuses, and Deceives Consumers into Believing That Their Semiautomatic Handguns Are Safe.

A. Glock Markets Its Semiautomatic Handguns as Uniquely “Simple” and “Easy” to Modify, Which Further Encourages Conversion of Its Handguns into Illegal, Fully Automatic Machine Guns.

99. Glock’s marketing of its semiautomatic handguns as “simple” and “easy” to customize fuels civilian purchases of these handguns for conversion into fully automatic weapons with a switch.⁷⁷

100. Glock advertises its semiautomatic handguns as having particularly easy to access internal parts and systems, which promotes attaching accessories like Glock switches. The primary feature of Glock handguns that Glock markets and promotes—“Glock’s internal design, which makes [Glock] parts easy to access and modify”—is also what renders Glock handguns so easy to convert into fully automatic machine guns.⁷⁸

101. Glock showcases how “simple” its handguns are in its marketing materials and on its website. Glock’s website celebrates that its handguns are “manufactured with only 34 component parts, significantly less than our competitors’ semi-automatic pistol designs.”⁷⁹ Glock also emphasizes the

⁷⁷ *GLOCK Technology*, GLOCK, <https://us.glock.com/en/learn/glock-pistols/technology> [<https://perma.cc/6GK7-ETMA>] (last visited May 28, 2025).

⁷⁸ Stephens & Hamilton, *supra* note 9.

⁷⁹ *GLOCK Technology*, *supra* note 77.

uniqueness of its “simple” handguns relative to semiautomatic handguns manufactured by other companies.⁸⁰

102. Glock brags about how easy it is to disassemble its guns, claiming that “[t]he design of GLOCK modern firearms enables them to be field stripped into four main components without tools in seconds.”⁸¹

103. Glock encourages its customers to leverage Glock’s handgun design to customize their firearms. With Glock’s knowledge and approval, Glock users equip their handguns with a range of aftermarket accessories and parts.⁸² Glock also knows its customers modify the Glock handgun slide and slide cover plate using aftermarket products.⁸³

104. Glock’s website advertises how easy it is to customize Glock handguns. Glock’s website tells users, in all caps, to “PERSONALIZE YOUR GLOCK TO YOUR OWN STYLE!”⁸⁴ Glock’s website promotes how Glock offers “a wide array of customization options, allowing you to tailor your firearm to your specific needs and personal preferences.”⁸⁵

105. For years, Glock has encouraged companies to develop accessories and aftermarket parts for its handguns. Companies such as “RockYourGlock”⁸⁶ and “GlockStore”⁸⁷ use Glock’s trademarked name to encourage customers to equip their Glock handguns with a range of aftermarket

⁸⁰ *Id.*

⁸¹ *Id.*

⁸² Excerpts of Dep. of Carlos Guevara Pursuant to Fed. R. Civ. P. 30(b)(6), *Oglesbee v. Glock, Inc.*, No. 18-cv-560 (N.D. Okla. May 22, 2023), Dkt. No. 283-3 at 185:4-9; 66:3-9.

⁸³ *Id.*

⁸⁴ *GLOCK Options*, GLOCK, <https://web.archive.org/web/20250228161307/https://eu.glock.com/en/Products/GLOCK-Options> (last visited Feb. 28, 2025).

⁸⁵ *Id.*

⁸⁶ *Custom Glock Shop*, ROCKYOURGLOCK, <https://web.archive.org/web/20250228161949/https://rockyourglock.com/custom-glock-shop/> (last visited Feb. 28, 2025).

⁸⁷ *Customize*, GLOCKSTORE, <https://www.glockstore.com/customize> [<https://perma.cc/R8EN-LQ7B>] (last visited May 28, 2025).

accessories and parts. GlockStore, an online gun retailer not directly affiliated with Glock that uses Glock’s trademark in the name of their business, calls itself “The World’s #1 Source For Glock Parts & Accessories.”⁸⁸ GlockStore tells users to “Make your Glocks special with custom Glock modifications from GlockStore” and promotes custom finishes and parts, including customized slide cover plates.⁸⁹

106. The trend of equipping Glock handguns with accessories and aftermarket parts has become so popular that Glock handguns equipped this way are now colloquially known as “Gucci Glocks.” “Gucci Glocks” can be found all over social media. For example, there is a dedicated Instagram account called “Gucci_Glocks” that self-describes as “The premier page for #glockporn. Follow to see the most badass Glocks on IG daily.”⁹⁰



107. Glock has run several social-media campaigns encouraging customers to share how they have personalized their Glock handguns. One Facebook post asked “all GLOCK enthusiasts” to “submit your own GLOCK photo using #MyGLOCK” for the chance for their photographs of their handguns to be featured in Glock’s print calendar. Several users replied to this post with photographs of Glock handguns equipped with aftermarket parts. One user submitted a photograph of their Glock 19

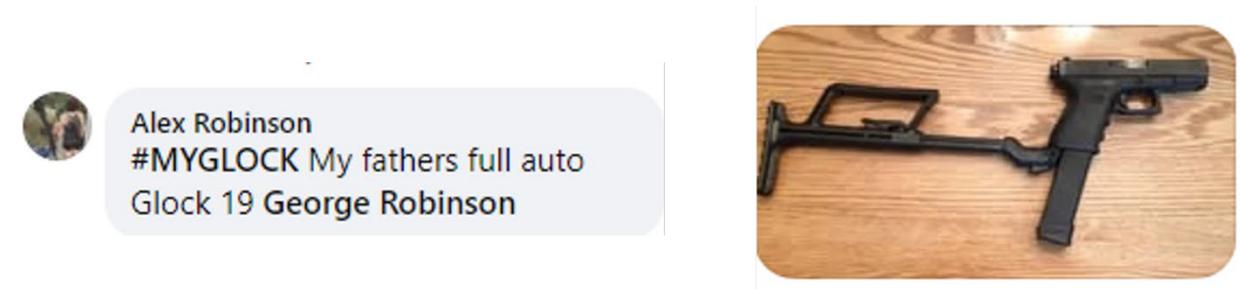
⁸⁸ *Id.*

⁸⁹ *Id.*

⁹⁰ Gucci_Glocks (@gucci_glocks), INSTAGRAM, https://www.instagram.com/gucci_glocks/?hl=en [<https://perma.cc/NFF2-T9KZ>] (last visited Mar. 12, 2026).

handgun: “Custom g19 slide milling polished internals complete 3.5 trigger setup. Extended slide and mag release. Undercut for better grip, mag well cut for reloads. Night sites. Shoots like a dream.”⁹¹

108. Another user submitted a picture of a Glock handgun that they claimed had been converted to fire fully automatically and appears to be equipped with a Glock switch. The user claimed the handgun was a “full auto Glock 19:”



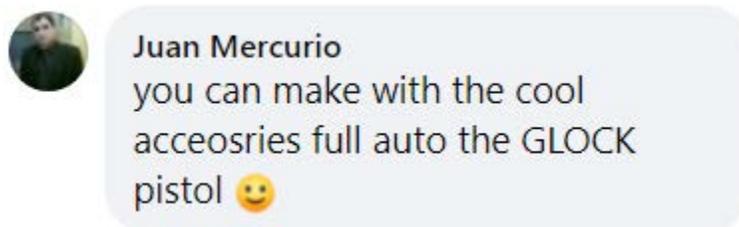
109. Glock made another Facebook post asking users to describe themselves as their Glock handguns: “There are many great guns out there, but this one is yours. Which GLOCK are you?” In response, users submitted descriptions and pictures of their modified Glock handguns. Several of these user responses stated that they have customized their Glock handgun with aftermarket parts. One user wrote “I’m a gen3 G19 w/ Glock Night Sights, with custom dragon scale grip modification, shaved down grip hump, and a nice trigger job.” Another user wrote “Glock 23 with an Alpha wolf 9mm conversion barrel.” Another user wrote “Love my 29 also . . . put in a tungsten guide rod with a 21 lb spring for the snappier loads . . . just waiting for my alpha wolf barrel and all will be right in the world!”

⁹¹ Image posted by GLOCK, FACEBOOK, *Give Us Your BEST SHOT* (Mar. 25, 2016), <https://www.facebook.com/photo/?fbid=10154038811331797&set=a.158024376796>; Comment, Shane Griffin (Mar. 27, 2016, at 5:35 PM) on GLOCK, *Give Us Your BEST SHOT*, FACEBOOK (Mar. 25, 2016).

110. Glock responded to this thread of user submissions on this Facebook post: “Hi GLOCK fans. We wanted to give you a shout out for your feedback and participation on this post. We love to see our fans’ enthusiasm . . . keep it coming.”⁹²

111. In another Facebook post, Glock asked its users “What do you like most about the design of your GLOCK?” Several users responded by highlighting how Glock’s design allows for easy customization. One user wrote “I like that there is very little about the gun that I haven’t been able to customize, that you don’t have to be a gunsmith to tear it completely apart to access every internal piece. Simplicity.” Another user wrote “After market parts are usually pretty affordable . . . I like the interchangeable components between pistols.”⁹³

112. Most alarmingly, users told Glock that what they liked most about Glock’s handguns was how easy it was to convert it to a fully automatic machine gun. One user commented on the ability to fire fully automatically: “I love glock 18c rate of fire and just everything.” Another user wrote “you can make with the cool accesories [sic] full auto the GLOCK pistol 😊.”



113. Online forums among Glock owners and enthusiasts further demonstrate that civilian consumers are heeding Glock’s “easy” to customize advertising and recognizing that Glock’s semiautomatic handguns are easily converted into illegal, fully automatic machine guns.

⁹² Image posted by GLOCK, FACEBOOK, *Which GLOCK Are You?* (Oct. 20, 2016), <https://www.facebook.com/photo/?fbid=10154621708276797&set=a.158024376796>.

⁹³ Image posted by GLOCK, FACEBOOK, *What Do You Like Most About the Design of Your GLOCK?* (Aug. 5, 2015), <https://www.facebook.com/photo/?fbid=10153523110921797&set=a.158024376796>.

114. On GlockForum.net, one user posted that a Glock switch could be attached to a Glock handgun in minutes after the slide was taken apart by an experienced armorer. Then another user responded to clarify the ease of conversion: “What? For a Glock? No . . . it’s a 10 *second* job to slip out the back plate and even less time to replace it with the sear. No ‘taking the slide part apart’ and no ‘armorer’ needed.”⁹⁴

115. On another online forum, a user explained how simple it is for a person to attach a Glock switch: “So easy a child can do it.”⁹⁵

116. Glock’s advertising and marketing of how “simple” and “easy” it is to modify its semiautomatic handguns, coupled with its simultaneous marketing of illegal, automatic machine guns, is unfair, immoral, unethical, oppressive, and unscrupulous. Glock’s advertising and marketing practices encourage civilian customers to purchase Glock handguns for the purpose of converting them to illegal machine guns using Glock switches. Glock, meanwhile, is profiting off its encouragement of consumers to engage in what it knows—but does not disclose to consumers—is illegal behavior. Through these actions, Glock converts its pistols from firearms long utilized by the City’s police force to protect the public into firearms that threaten public safety and the police themselves.

B. Glock Misleads, Confuses, and Deceives Consumers into Believing That Their Semiautomatic Handguns Are Safe.

117. Besides posts on online forums, Glock has otherwise been on notice for decades that its pistols can be easily modified to fire automatically at rates comparable to or in excess of military grade

⁹⁴ Comment, Thewolfchild (Aug. 12, 2015), *on* wheresthebears, *Glock Full Auto*, GLOCKFORUM.NET (Nov. 2, 2014), <https://www.glockforum.net/threads/glock-full-auto.10958> [<https://web.archive.org/web/20250530140000/https://www.glockforum.net/threads/glock-full-auto.10958>] (emphasis in original).

⁹⁵ Comment, ThurstonLast (Sep. 11, 2022, at 4:40 PM EDT), *on* r/Firearms, *I’m Skeptical – Criminals Supposedly Easily Convert Glocks to Full Auto*, REDDIT (Sep. 11, 2022) https://www.reddit.com/r/Firearms/comments/xbqo7m/im_skeptical_criminals_supposedly_easily_convert/?rdt=40623.

machine guns. As early as 1987, the founder of Glock Limited, Gaston Glock, met with Jorge Leon, the inventor of the Glock switch.⁹⁶ Gaston Glock himself tested a Glock pistol equipped with a switch and witnessed firsthand that the guns bearing his namesake as their logo could be converted to fully automatic weapons in a matter of minutes or even seconds. Gaston Glock expected that it would not be long before civilians would begin illegally modifying Glock handguns to fire fully automatically.⁹⁷

118. And indeed, it was not long. More than 20 years ago, the ATF conducted a widespread investigation that resulted in dozens of arrests and recovered seven modified Glock pistols and nine Glock switches.⁹⁸

119. More recently, on April 11, 2022, 41 members of Congress drafted a letter to ATF, publicly available to Glock, to highlight the increased use of switches to convert pistols into machine guns; the one brand they identified as representative of this troubling trend was Glock.⁹⁹

120. Additionally, it has been widely reported that Glock's "simple" and "easy" to modify handguns facilitate easy conversion to illegal, fully automatic machine guns.¹⁰⁰

121. Glock knows that civilians who purchase its semiautomatics can easily modify them with switches. Glock also knows that many switches are manufactured with the Glock logo or insignia, even though Glock does not manufacture switches itself. Indeed, certain customers

⁹⁶ Chris Hrapsky, *Glock Switch Creator Would 'Rather Invent Any Other Thing' in Wake of Unintended Consequences*, KARE 11 (Feb. 7, 2024, 10:31 PM), <https://www.kare11.com/article/news/local/kare11-extras/dangers-of-the-controversial-glock-switch-as-told-by-its-inventor/89-9fd2745b-4616-4f8e-b993-3a7249d10f85> [<https://perma.cc/FP37-Z4GZ>].

⁹⁷ *Id.*

⁹⁸ *Internet Arms Trafficking*, BUREAU OF ALCOHOL, TOBACCO, FIREARMS & EXPLOSIVES, <https://www.atf.gov/our-history/internet-arms-trafficking> [<https://perma.cc/8WWJ-8QUZ>] (last updated May 15, 2020).

⁹⁹ Letter from Representative Lizzie Fletcher et al. to Marvin Richardson, Acting Dir., Bureau of Alcohol, Tobacco, Firearms & Explosives (Apr. 11, 2022), https://carbajal.house.gov/uploadedfiles/2022-04-11_letter_to_atf_on_auto_sears_final_copy.pdf [<https://perma.cc/EMP6-2ARZ>].

¹⁰⁰ Champe Barton, *Glock Could Make It Harder to Outfit Its Pistols with Switches — For a Price*, TRACE (Sept. 4, 2024), <https://www.thetrace.org/2024/09/glock-switch-lawsuits-pistol-design/> [<https://perma.cc/5C4V-RN46>].

“unwitting[ly] . . . mail[] them to the company’s headquarters for repairs” not realizing Glock does not manufacture these Glock branded switches.¹⁰¹ Glock has held a trademark over its logo since 1986, and is required by federal law to monitor uses of that trademark.¹⁰²

122. Glock also understands that its pistols are now a favored weapon of choice because of the ease with which they can be made to fire fully automatically. Federal law enforcement officers have contacted Glock directly in search of ways to alter Glock’s semiautomatic pistol design so that it cannot be transformed into a fully automatic weapon. It was not until they were sued that Glock altered its design which purportedly makes it more difficult to attach a Glock switch. But prior to the design change, Glock Vice President Carlos Guevara asserted that Glock’s handguns’ designs cannot be changed to make attaching Glock switches more difficult.¹⁰³

123. After law enforcement continued to find Glocks converted with switches at crime scenes, news media outlets contacted Glock to determine whether the company is taking any action to prevent the susceptibility of its pistols to illegal modification.¹⁰⁴ Glock did not respond.

124. Glock stalled on altering its design for years; however, Jorge Leon, the switch inventor, has stated that Glock “can make a change, a quick change and they can start with a new generation of pistol that does not allow fully auto firing.”¹⁰⁵ A Glock semiautomatic pistol could

¹⁰¹ Chip Brownlee, *ATF Director Urges Action on Auto Sears ‘Flooding Our Communities’*, TRACE (Mar. 1, 2023), <https://www.thetrace.org/2023/03/atf-auto-sears-dettelbach-machine-gun/> [<https://perma.cc/5DST-ZQ6R>].

¹⁰² *Glock—Trademark Details*, JUSTIA TRADEMARKS, <https://trademarks.justia.com/734/83/glock-73483803.html> [<https://perma.cc/A7JJ-2T9X>] (last visited May 25, 2025).

¹⁰³ Ernesto Londoño & Glenn Thrush, *Inexpensive Add-on Spawns a New Era of Machine Gun*, N.Y. TIMES (Aug. 12, 2023), <https://www.nytimes.com/2023/08/12/us/guns-switch-devices.html> [<https://web.archive.org/web/20250624141320/https://www.nytimes.com/2023/08/12/us/guns-switch-devices.html>].

¹⁰⁴ See, e.g., Matt Caron, *Glock Switches Turning Up More and More at Local Shooting Crime Scenes*, FOX61 (Nov 7, 2022, at 11:08 PM EST), <https://www.fox61.com/article/news/crime/glock-switches-connecticut-police-increase/520-8ce4912a-da29-4d61-9260-1f51bf8aa4b8> [<https://perma.cc/287C-EUS8>]; Stephens & Hamilton, *supra* note 9.

¹⁰⁵ Hrapsky, *supra* note 96.

be altered to block access to the sear and trigger bar, or it could be altered such that attempts at modification with a switch would defeat the trigger mechanism.¹⁰⁶ Indeed, Glock’s new product line claims to do just that.¹⁰⁷ Glock could have long made these changes to their catalog, but only chose to do so when faced with litigation.

125. For example, a Glock handgun that is not susceptible to the use of switches—the G46—existed years before Glock altered its entire product line, demonstrating that Glock has had the ability to thwart conversion of its handguns into illegal fully automatic machine guns.

126. And other gun manufacturers have had no trouble implementing designs less susceptible to modification with a switch. For example, other striker-fired pistols such as those made by Smith & Wesson, Sig Sauer, Springfield Armory, or Walther Arms, contain separate “trigger bars” and “sears.” By separating these components from the back of the pistol using a “rear rail,” a switch’s disconnecter component could not be successfully installed. This design is used in the Sig Sauer P320 handgun model, which is the official standard issue service pistol for the United States Military.¹⁰⁸

127. Like other gun manufacturers, Glock has been capable of designing its pistols to prevent conversion into an illegal machine gun, but Glock benefits from—and, as discussed above, promotes—its semiautomatic pistols’ “easy” modification and corresponding easy conversion to fully automatic with the switch. More customers will purchase Glock semiautomatics over another

¹⁰⁶ *City of Chicago v. Glock, Inc.*, No. 2024CH06875 (Ill. Cir. Ct. July 22, 2024) (challenging the current design to Glock’s gun); *Minnesota v. Glock, Inc.*, No. ESX-C-000286-24 (Minn. Dist. Ct. Dec. 12, 2024); *Platkin v. Glock, Inc.*, No. ESX C-000286-24 (N.J. Super. Ct. Ch. Div. Dec. 12, 2024) (same); *Maryland v. Glock, Inc.*, No. C-24-CV-25-001450 (Md. Cir. Ct. Feb. 12, 2025).

¹⁰⁷ *GLOCK Gen6 Firearms*, *supra* note 71.

¹⁰⁸ *Contracts for Jan. 19, 2017*, U.S. DEP’T, OF DEF., <https://www.defense.gov/News/Contracts/Contract/Article/1054538/> [<https://web.archive.org/web/20250407180120/https://www.defense.gov/News/Contracts/Contract/Article/1054538/>] (last visited May 28, 2025).

brand if they know it will give them access to an otherwise impossible-to-obtain fully automatic weapon. Consequently, Glock markets and promotes machine guns and its semiautomatic handguns as “simple” and “easy” to modify, thereby encouraging switch purchases and the illegal conversion of Glock semiautomatic pistols to fully automatic weapons.

128. Even though Glock knows that its semiautomatic handguns are being converted to automatic weapons with a switch, that these converted pistols are being used in violent crimes throughout the nation, and that it is more than capable of altering its design to be less susceptible to conversion with switches, Glock refused to alter the design of its semiautomatic pistol until recently. Even after altering the design, Glock made no effort to remove previous models of its unsafe product from shelves. Instead, Glock continues to market, promote, and advertise its semiautomatic handguns as safe and an example of perfect engineering.

129. Specifically, Glock could redesign its trigger bar system to make it more difficult to convert Glock semiautomatic handguns into illegal fully automatic machine guns with Glock switches. For years it chose not to do so, and instead, marketed its trigger bar system as a safety feature of its handguns, claiming the trigger bar system acts as an internal safety.

130. Unlike handguns offered by most manufacturers, Glock handguns do not have a traditional external safety. Instead, Glock’s handgun design uses a three-part trademarked internal “safety” system called the SAFE ACTION System. According to Glock, this system is comprised of three internal “independently-operating mechanical safeties.”¹⁰⁹ One of these three internal “safeties” is the trigger bar system, which Glock calls the “drop safety.”

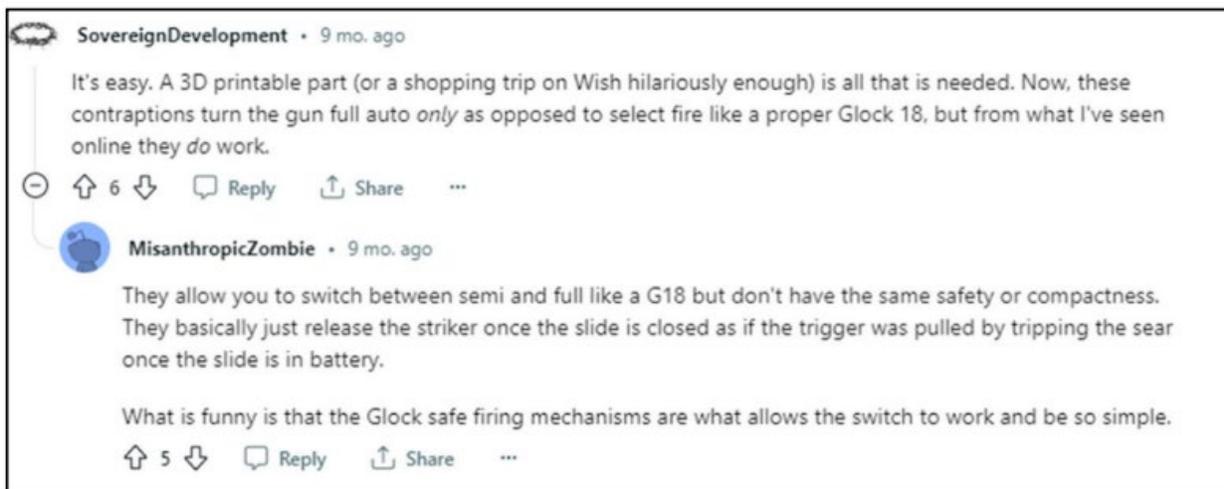
¹⁰⁹ *Our Safe Action System*, GLOCK, <https://us.glock.com/en/learn/glock-pistols/safe-action-system> [<https://perma.cc/59Q2-QH5Z>] (last visited May 28, 2025).



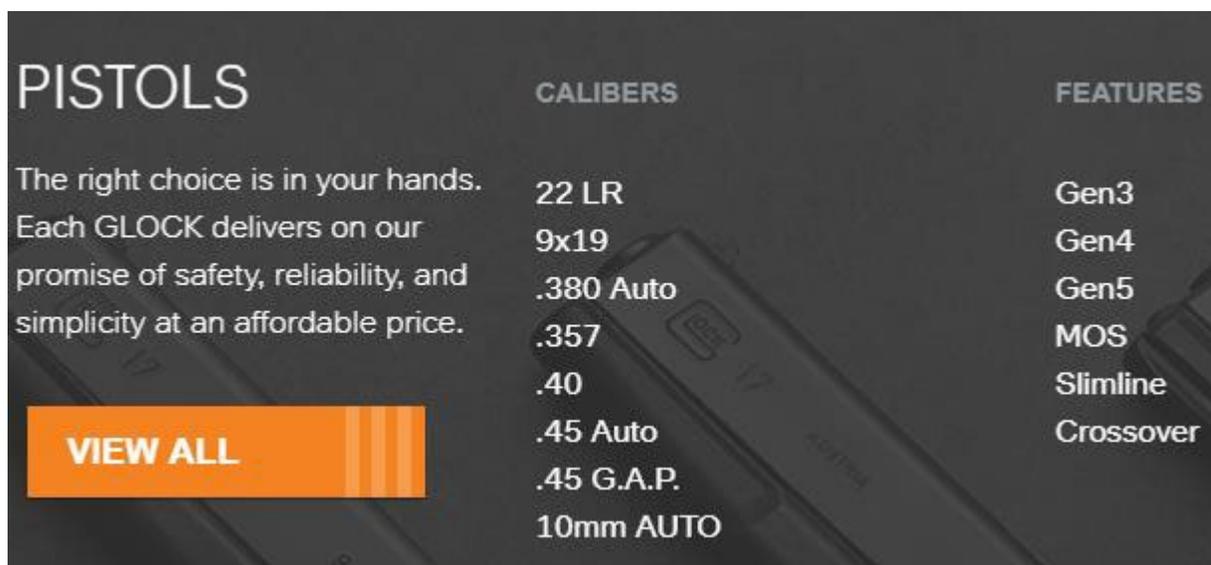
131. Through marketing its trigger bar system as a key part of Glock’s trademarked SAFE ACTION System, Glock claims that its trigger bar system makes its guns safer. However, this trigger bar system actually makes its handguns easier to convert into fully automatic machine guns than other semiautomatic handguns sold by Glock’s competitors, making the Glock handguns more dangerous.

132. Indeed, numerous online forums discuss how Glock’s SAFE ACTION System facilitates the easy attachment and functionality of Glock switches, leading to the conversion of Glock handguns to fully automatic weapons. In a Reddit post discussing Glock switches, a user wrote “What is funny is that the Glock safe firing mechanisms are what allows the switch to work and be so simple.”¹¹⁰

¹¹⁰ Comment, MisanthropicZombie, on r/Firearms, *I’m Skeptical – Criminals Supposedly Easily Convert Glocks to Full Auto*, REDDIT (Sep. 11, 2022), https://www.reddit.com/r/Firearms/comments/xbqo7m/im_skeptical_criminals_supposedly_easily_convert/ (Screenshot of comment provided due to original comment being deleted on live website).



133. Compounding this particular example, Glock consistently and extensively misrepresents the safety of Glock pistols in its marketing materials, which are available to Philadelphia and Pennsylvania consumers. Glock implores: “PISTOLS The right choice is in your hands. Each GLOCK delivers on our promise of safety, reliability, and simplicity”



134. Additionally, Glock states: “GLOCK Pistols . . . No matter which GLOCK pistol you choose, it will deliver on our promise of safety, reliability, and simple operation.”

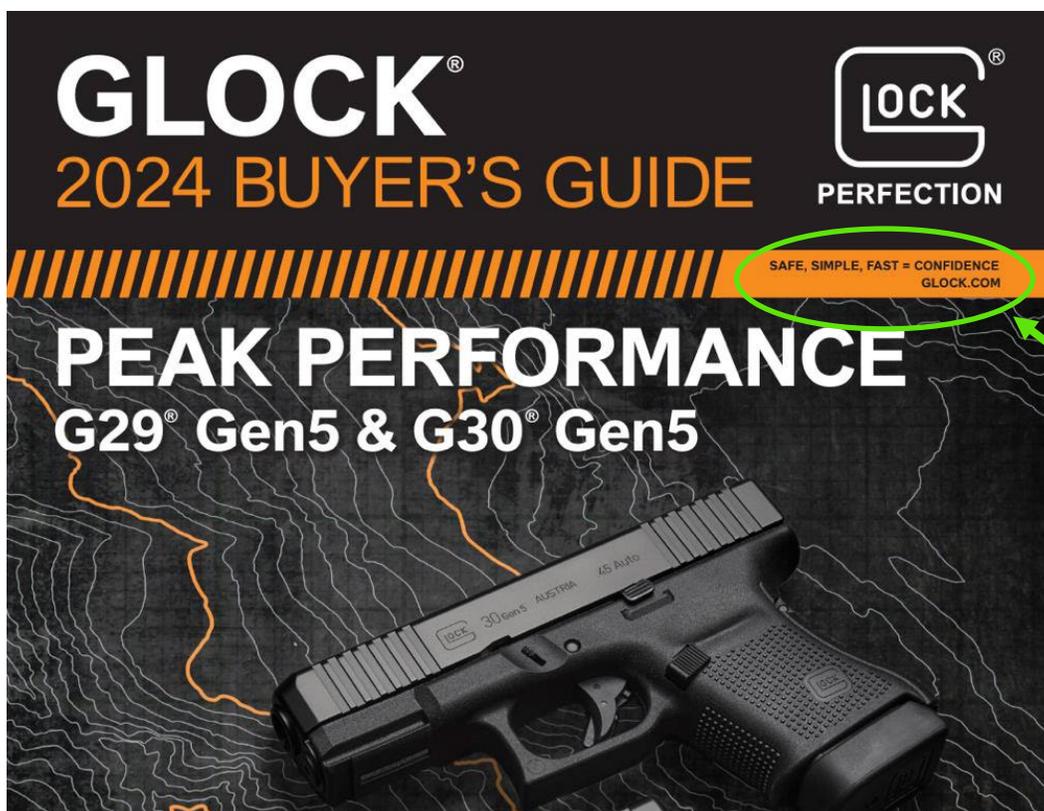


135. Glock’s marketing on social media is no different. One post proclaims, “Safety is always first priority, on and off the range.”¹¹¹ In another, Glock states: “GLOCK has been on the forefront of gun safety since its founding.”¹¹²

136. Glock echoes this safety related marketing on the front pages of its Annual 2024 Report and 2024 Buyer’s Guide (shown below) where it says: “SAFE, SIMPLE, FAST = CONFIDENCE.”

¹¹¹ Image posted by GLOCK, FACEBOOK, *Safety is Always First Priority, On and Off the Range*. (July 25, 2022), <https://www.facebook.com/photo.php?fbid=10160014957171797&id=106625151796&set=a.158024376796>.

¹¹² Image posted by GLOCK, Inc. (@glockinc), INSTAGRAM, *Glock, Inc. - Announcement* (July 16, 2021), <https://www.instagram.com/glockinc/p/CRZKTmbtN0P/> [<https://perma.cc/Z322-MZWA>].

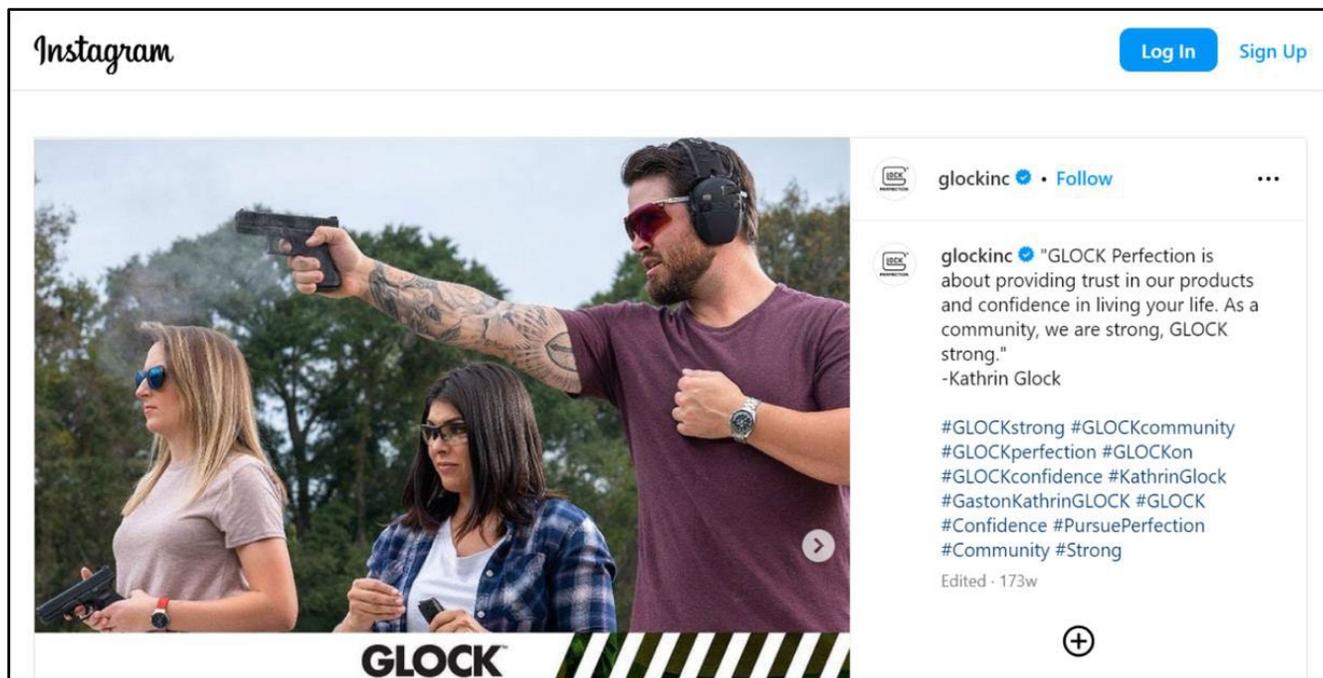


137. Besides generally misrepresenting Glock as safe, Glock specifically touts the design and manufacture of its Glock pistols as safe. For example, in a press release regarding Glock's "June Safety Month," the "About" section states, "GLOCK is a renowned global manufacturer of firearms, celebrated for its reliable and **safe design** of polymer-based pistols."¹¹³ In another press release for its Gen5 pistols entitled "the long awaited 5th Generation of Perfection," where Glock promoted the Gen5 pistol's "safe design," Glock likewise represents in its "About" section that "The simple, **safe design** of GLOCK's polymer-based pistols revolutionized the firearms industry and made GLOCK pistols a favorite of military and law

¹¹³ Press Release, GLOCK, June Safety Month Launches at GLOCK Inc. (June 3, 2024), <https://us.glock.com/en/press-release/news-page/june-safety-month-2024#:~:text=About%20GLOCK%2C%20Inc.,pistol%20owners%20of%20all%20backgrounds> [https://perma.cc/9LC6-RPTA] (emphasis added).

enforcement agencies worldwide and among pistol owners.”¹¹⁴ Glock also includes on its website that “GLOCK pistols were engineered to be safe”¹¹⁵

138. In social media marketing (shown below), Glock acknowledges “GLOCK perfection” and deceptively states that Glock “is about providing trust in our products and confidence in living your life.”



139. Glock also deceptively represents that Glock pistols are “the standard by which all others are compared” because of how safe they are, when most other manufacturers’ pistols cannot be converted to machine guns without complex engineering and skill well beyond the capability of most civilians.¹¹⁶

¹¹⁴ Press Release, GLOCK, GLOCK Introduces the Long-Awaited 5th Generation of Perfection (Aug. 30, 2017), <https://us.glock.com/en/press-release/news-page/glock-introduces-the-long-awaited-5th-generation-of-perfection> [<https://perma.cc/R2V4-XF3G>] (emphasis added).

¹¹⁵ *GLOCK Brand*, GLOCK, <https://us.glock.com/en/LEARN/Brand/GLOCK-Brand#:~:text=GLOCK%20pistols%20were%20engineered%20to,Partner> [<https://perma.cc/2HMF-NXAJ>] (last visited May 28, 2025).

¹¹⁶ *Id.*

140. Glock’s representations that its semiautomatic pistols are safe are false and misleading. For years, Glock pistols (at least those that were available to civilians prior to the V Model and new Gen6 models) were designed in a way that allowed for easy conversion to illegal machine guns with military-grade firepower in minutes or even seconds—the opposite of “engineered to be safe.” Glock knows that its semiautomatic pistols are frequently stolen and diverted into criminal channels due in part to how easily they can be modified and knows that Glock semiautomatics have increased gun violence in Philadelphia and Pennsylvania communities. Yet, Glock continues to promote its semiautomatic handguns as “simple” and “easy” to modify, simultaneously claiming that these weapons have a “safe design” and are “perfection.” Glock knows that there are reasonable steps it could have taken to alter the design of its semiautomatic pistols to make it more difficult to attach switches, yet refused to do so until only recently when faced with litigation, all the while falsely advertising that their handguns have a “safe design.”¹¹⁷

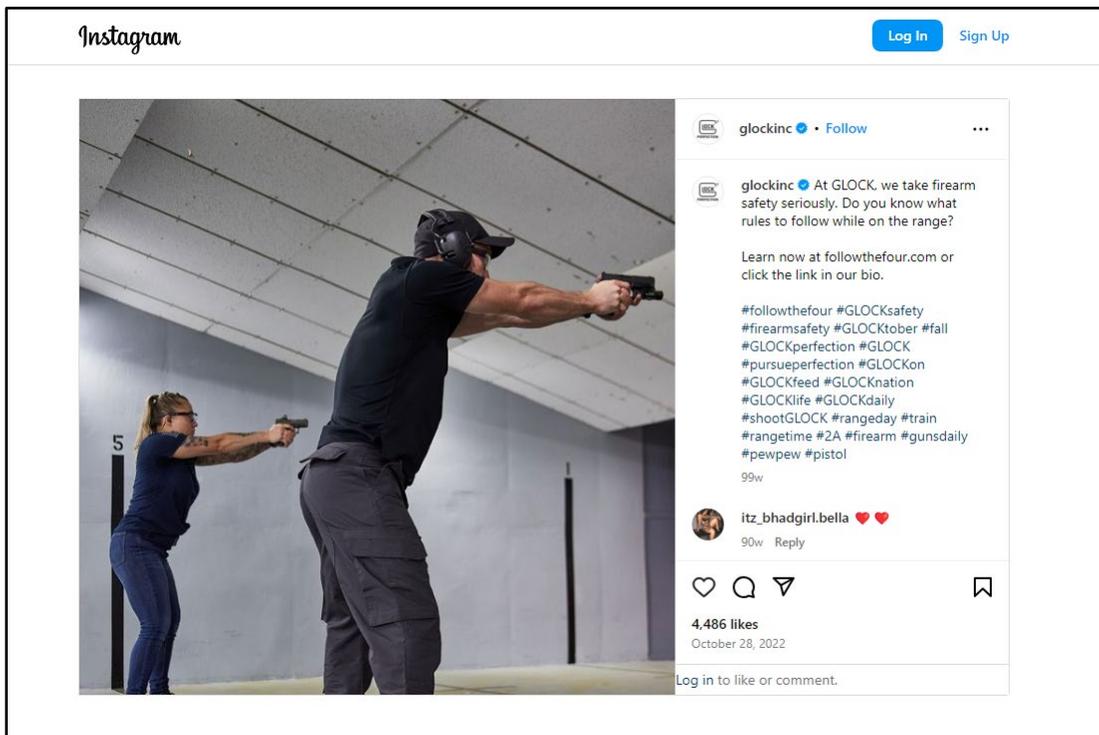
141. In addition to touting the “safe design” of its semiautomatics, Glock also deceptively claims its company is “making communities a safer place” and “taking action to keep guns out of the wrong hands.”

¹¹⁷ *Id.*

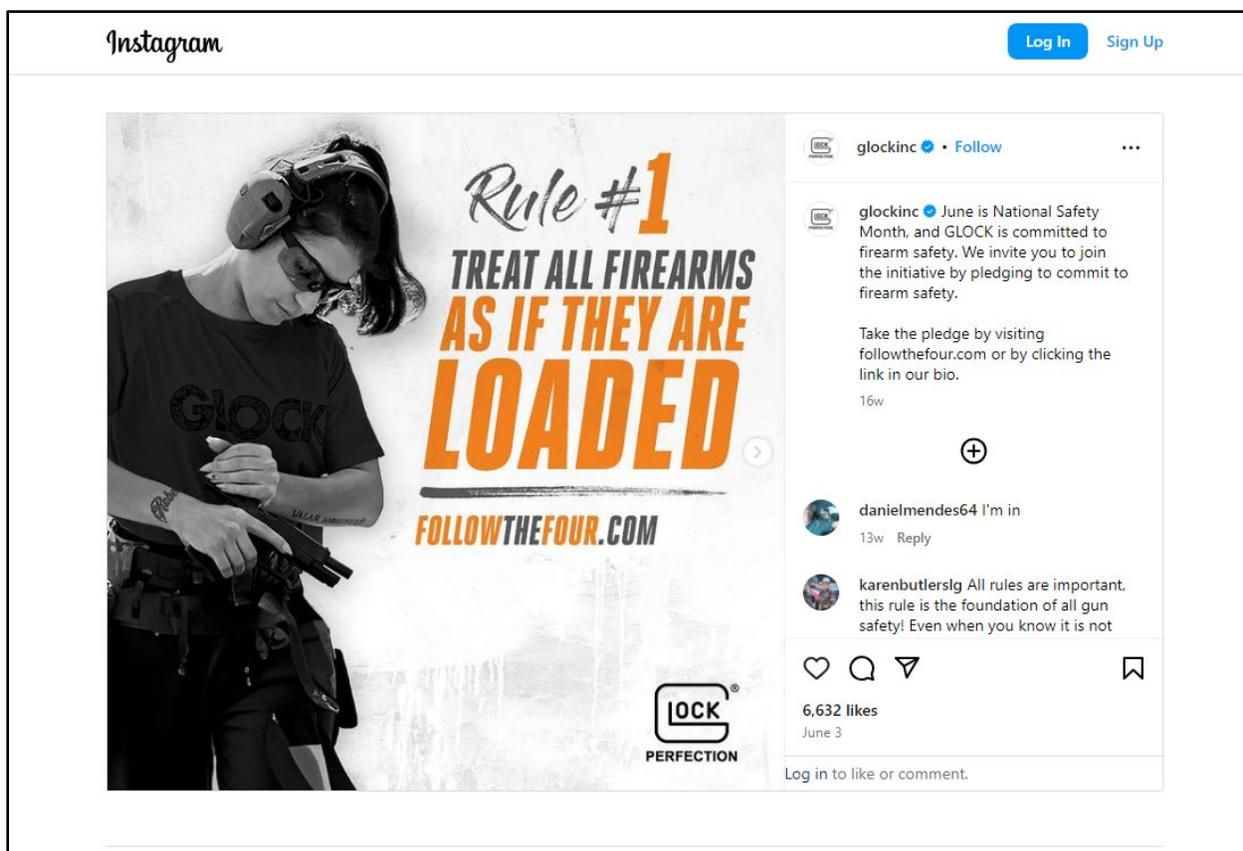


142. Nevertheless, by selling Glock semiautomatic pistols that are easily converted to machine guns with a switch, Glock creates an avenue for civilians to possess fully automatic handguns, making Philadelphia and Pennsylvania far more dangerous. Those without any training have access to a weapon with a rate of fire generally only meant for use by law enforcement or military personnel, causing increased gun violence across Philadelphia and Pennsylvania. Glock promotes itself as a good corporate citizen to sell more guns and increase its profits, but it is instead endangering public safety in Philadelphia and Pennsylvania. Thus, by refusing to change the design of its semiautomatic pistols, although a safer design was possible, Glock neither made communities safer nor attempted to “keep guns out of the wrong hands.”

143. On multiple occasions, Glock has also promoted that it is “committed to firearm safety,” is “very serious in our commitment to gun safety,”¹¹⁸ and “take[s] firearm safety seriously.”



¹¹⁸ *S.A.F.E. – Serious About Firearm Education*, GLOCK, <https://web.archive.org/web/20250407181302/https://us.glock.com/en/LEARN/Firearms-Education/SAFE> (last visited Apr. 7, 2025).



144. Contrary to these self-serving marketing claims, Glock is not committed to safety because only until recently when it was faced with litigation did Glock change the design of its semiautomatic pistols to make it more difficult to attach switches.¹¹⁹ Quite the contrary, Glock has profited by using marketing tactics that promote its semiautomatic handguns as “simple” and “easy” to modify and that glorify civilian use of illegal, fully automatic machine guns. Glock ignored the ATF’s warning about the dangers of Glock’s pistols and misrepresented to the ATF and the public that there was no alternative design that could make it more difficult to convert Glock semiautomatics to machine guns. As explained above, there are multiple ways in which the design of the Glock semiautomatic pistols can be changed to make it much more difficult to convert

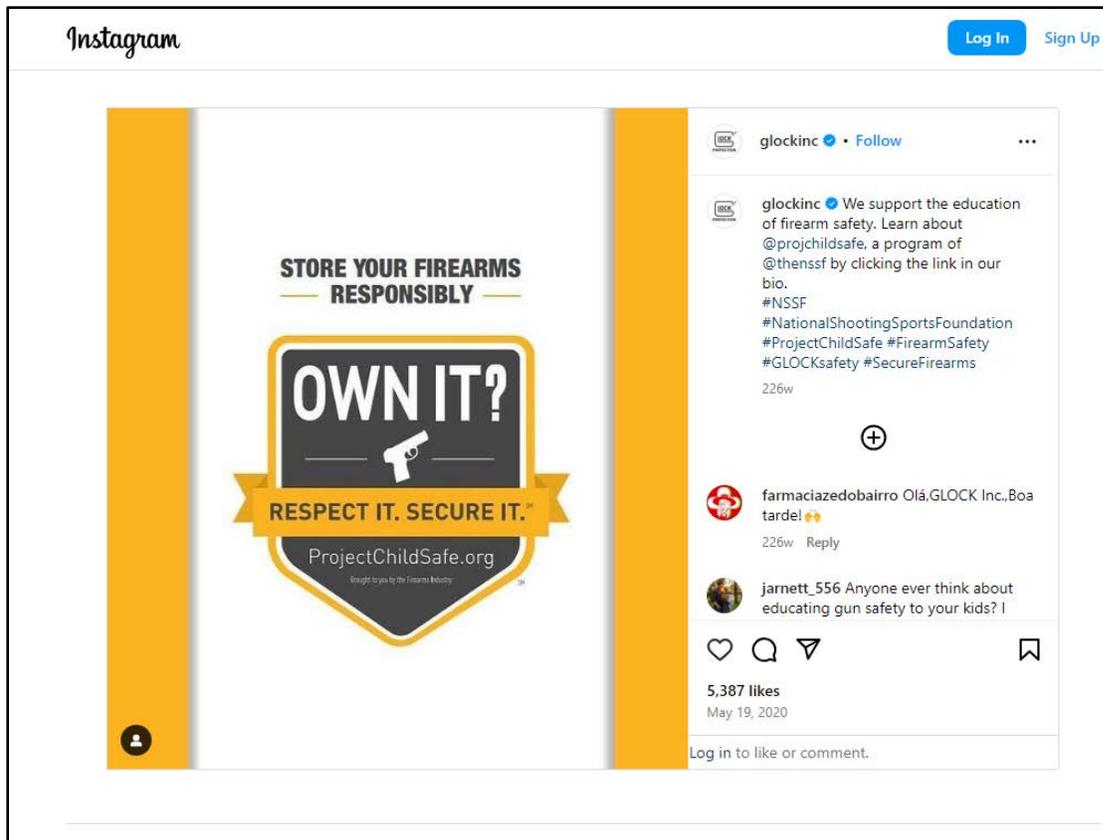
¹¹⁹ Glock has yet to publicly admit or acknowledge that the new models actually make it more difficult to attach a switch.

the guns to fully automatic with a switch. Glock's decision to change the design of its semiautomatic pistols shortly after being faced with litigation suggests that an alternative design has always been possible.

145. Through its marketing, promotions, and advertisements, Glock confuses, misleads, and deceives its customers into believing that its semiautomatic handguns are safe. Glock omits and fails to disclose that its semiautomatic handguns are dangerous due to their easy conversion to machine guns, and consequently, are highly sought by criminals and frequently subject to theft and diversion into criminal channels.

146. Moreover, Glock deliberately avoided educating its customers on fully automatic handguns, switches, and converted semiautomatic handguns. Glock sold and marketed its fully automatic handguns and easily modified semiautomatic pistols without any warnings or disclosures pertaining to the legal prohibitions on possession of machine guns and, until recently, stayed silent about switches, and their illegality, in its instructions and marketing materials.

147. Specifically, Glock has advertised that it "support[s] the education of firearm safety." But without explaining to its customers, until recently, that fully automatic handguns, switches, and converted semiautomatic handguns are generally illegal to possess and not for recreational use, and that Glock does not manufacture or authorize the manufacture of switches, Glock helps fuel the market for machine guns instead of supporting safety.



148. Glock has been capable of taking steps to warn or caution consumers that switches are illegitimate Glock accessories, that Glock does not manufacture or sell switches, and that converted semiautomatic handguns are illegal, yet it *chose* not to alert its customers in this case.

149. After Pennsylvania and Philadelphia filed its Writ of Summons for this case on September 6, 2024 and after the City of Chicago, Minnesota, New Jersey, the City of Baltimore, Maryland, and Seattle sued Glock for deceptive, misleading, and confusing advertising regarding Glock switches and fully automatic weapons, Glock amended the FAQ section of its website to state that Glock does not offer or recommend any aftermarket parts for Glock pistols, that semiautomatic Glock pistols cannot be converted to fully automatic, and that Glock does not sell

Glock 18 pistols to the commercial market.¹²⁰ Only after this lawsuit and other similar claims were filed did Glock change its design.¹²¹ Glock could have taken this action at any time, but only decided to do so after being sued.

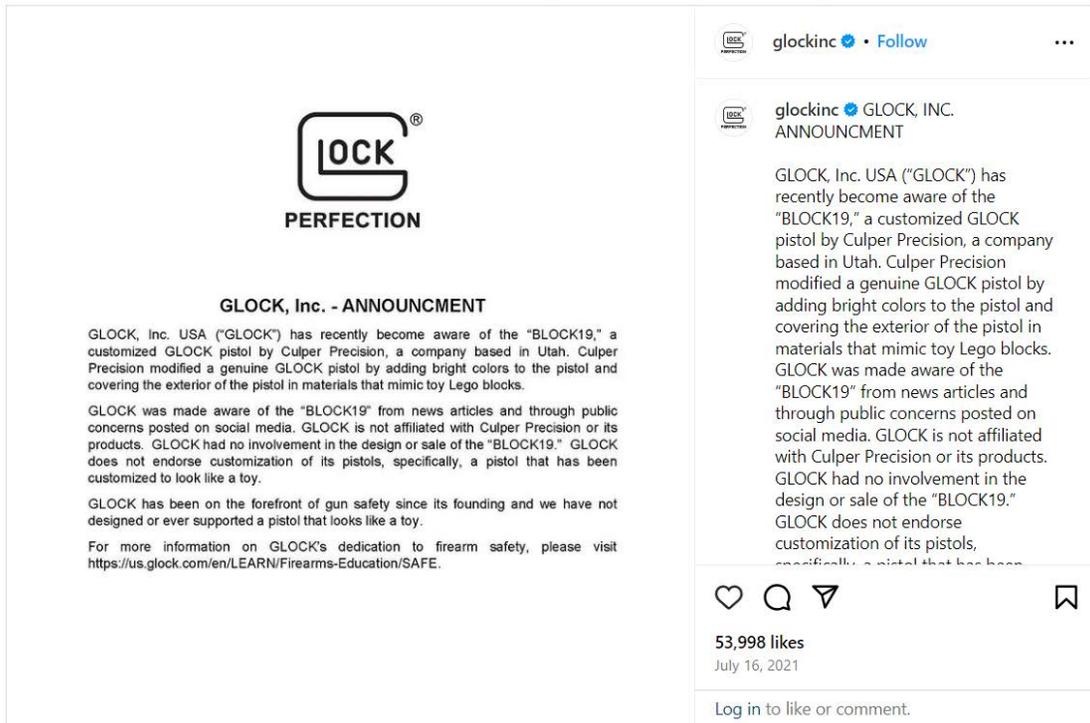
150. Glock’s general refusal to disavow switches is belied by the company’s proactive stance in other situations. For example, in July 2021, when another manufacturer marketed a handgun designed to appear as though it was made from Lego pieces under the moniker “BLOCK19,” Glock immediately issued a statement on social media clarifying that “GLOCK was made aware of the ‘BLOCK19’ from news articles and through public concerns posted on social media . . . GLOCK does not endorse customization of its pistols, specifically, a pistol that has been customized to look like a toy.”¹²² Coupled with Lego’s cease-and-desist letter, the BLOCK19 was discontinued and is no longer available.¹²³

¹²⁰ See cases cited *supra* note 106; Frequently Asked Questions, GLOCK, <https://us.glock.com/en/faqs> [<https://perma.cc/5SGT-8DKH>] (last visited Mar. 13, 2026), see <https://web.archive.org/web/20250304001553/https://us.glock.com/en/faqs> (demonstrating that Glock changed its FAQs section sometime after March 4, 2025) (last visited Mar. 4, 2025).

¹²¹ See, e.g., *City of Seattle v. GLOCK, Inc., et al.*, No. 25-2-25158-6 SEA (Wash. Super. Ct., Kings Cnty.).

¹²² GLOCK, Inc., *supra* note 112; Image posted by GLOCK, *Glock, Inc. – Announcement*, FACEBOOK (July 16, 2021), <https://www.facebook.com/photo?fbid=10159349837991797&set=a.158024376796>; GLOCK, Inc., *Glock, Inc. – Announcement*, X (July 16, 2021), <https://x.com/GLOCKInc/status/1416057597543731210>.

¹²³ Sarah Betancourt, *Utah Company Halts Sales of Lego Handgun Case Kits After Cease and Desist*, GUARDIAN (July 14, 2021, at 10:30 EDT), <https://www.theguardian.com/us-news/2021/jul/14/lego-handgun-block19-utah-cease-and-desist> [<https://perma.cc/7CUF-XVLX>].



151. BLOCK19 handguns have not led to any deaths or injuries, but Glock quickly disclaimed affiliation with the BLOCK19 and asserted that it would never endorse a customization of its product that would ostensibly make it more dangerous, such as altering the appearance of a Glock to look like a child's toy.

152. Yet, when presented with overwhelming evidence that its semiautomatic pistols are indeed being customized—using switches—into fully automatic machine guns, an unquestionably more dangerous form, Glock condones and even encourages such customization.

153. Glock has repeatedly endorsed customization of its pistols in marketing on its website and on social media, and has allowed other companies like the RockYourGlock and

Glockstore to use its trademark to sell aftermarket accessories and parts, despite disclaiming in its BLOCK19 statement that it does not endorse customization.¹²⁴

154. Glock’s failure to take public action on switches—even when those switches are branded with the Glock logo—constitutes a material omission that deceives consumers and leads to confusion regarding the legality of switches. This failure allows such illegal modification to continue, to proliferate, and to endanger people in Philadelphia and Pennsylvania, putting profits over public health and safety.

IV. The Popularity of Glock Pistols Illegally Converted to Fully Automatic Machine Guns Has Led to Devastating Effects in Philadelphia and Pennsylvania.

155. Marketing fully automatic weapons to civilians, which can only be readily obtained through modifying a semiautomatic handgun with a switch, promoting its semiautomatic handguns as “simple” and “easy” to modify, and failing to disclose that easily modifiable semiautomatic handguns are unsafe, has and will continue to have catastrophic effects in the Commonwealth and in Philadelphia.

156. A Glock pistol illegally modified with a switch transforms a semiautomatic handgun into an instrument of warfare capable of inflicting mass casualties. A modified Glock can reportedly fire up to 1,200 rounds per minute—a faster rate of fire than a standard M4 machine gun used by the United States military.¹²⁵ An accused Glock switch trafficker even boasted that modified Glock pistols could fire as many as “30 rounds in two seconds.”¹²⁶

157. A switch-converted Glock is difficult to control, increasing the risk of bodily harm or death to bystanders. This difficulty arises from the weapon repeatedly and rapidly recoiling

¹²⁴ *Supra* ¶¶ 103-111.

¹²⁵ U.S. Att’y’s Off., N. Dist. Tex., *supra* note 8.

¹²⁶ Aff. ¶ 7, *United States v. Hendrie*, No. 23-MJ-4115 (W.D.N.Y. July 20, 2023), Dkt. No. 1.

from a single pull of the trigger when a switch is added. The force of that repeated recoil challenges the shooter's ability to maintain aim, putting innocent bystanders in the line of fire.

158. Indeed, shooters firing switch-converted fully automatic Glockes “tend to spray and pray.”¹²⁷ As one police commander explains, the use of converted fully automatic Glockes “increases the likelihood” that there will be “multiple victims” and that “that those incidents will be fatal.”¹²⁸

159. Frighteningly, these Glock pistols modified with switches are becoming increasingly popular in Philadelphia and Pennsylvania.

160. In the first six months of 2025 alone, police recovered at least 57 guns converted with switches.¹²⁹ Between 2022 and 2023, Philadelphia law enforcement officers reported a nearly 40 percent increase in confiscated handguns illegally converted with switches and have already recovered dozens of switch-modified handguns this year.¹³⁰ Between September 2022 and March 2023, Allegheny County in Pennsylvania reported seven separate cases of gun violence in which Glock switches were used to convert pistols into fully automatic weapons.¹³¹

161. Popular media outlets routinely refer to modified Glockes when reporting on illegal modifications of pistols using switches; the phrase “Glock Full Auto Switch” is among the most

¹²⁷ Hunter Sáenz, *Authorities Raise Alarm on Device that Turns Handguns into Automatic Weapons*, WSOC-TV (Feb. 20, 2023, at 5:54 PM EST), <https://www.wsocv.com/news/local/authorities-raise-alarm-device-that-turns-handguns-into-automatic-weapons/MH3SRDJ2MVHW7FMNA6K674UHVM/> [https://perma.cc/2MQT-9CDA].

¹²⁸ Norah O'Donnell, *Proliferation of Modified Weapons Cause for Alarm, Officials Say*, CBS NEWS (Apr. 27, 2023, at 7:45 PM EDT), <https://www.cbsnews.com/news/modified-weapons-switches-gun-violence-atf-washington-dc/> [https://perma.cc/6MFL-BKMN].

¹²⁹ Isaac Avilucea, *Why Gun Switches Are Becoming More Prevalent in Philly*, AXIOS (June 4, 2025), <https://www.axios.com/local/philadelphia/2025/06/04/gun-switches-philly-police-prevalence> [https://web.archive.org/web/20260311180923/http://web.archive.org/screenshot/https://www.axios.com/local/philadelphia/2025/06/04/gun-switches-philly-police-prevalence].

¹³⁰ Jeff Cole, *'Switches' Make Ordinary Handguns Much More Lethal, Officials Warn*, FOX29 PHILA. (May 21, 2024, 5:56 PM), <https://www.fox29.com/news/switches-make-ordinary-handguns-much-more-lethal-officials-warn> [https://perma.cc/7SVX-5UZH].

¹³¹ Ford, *supra* note 16.

popular firearm-related search term in the United States.¹³² Wikipedia even has an entire page dedicated solely to the term “Glock Switches,” which has almost one million views.¹³³

162. Glock handguns illegally modified with switches are specifically becoming popular among teenagers and young adults. Law enforcement officers have stated that the increase in recovered Glock handguns with switches is attributable at least in part to fully automatic pistols being seen by teenagers as “status symbol[s] that provide[] a competitive advantage.”¹³⁴ Another officer stated that young adults think modified Glocks are “cool, they think it looks cool, sounds cool, they want to brag about having it.”¹³⁵

163. Popular Philadelphia rappers, such as Meek Mill, have even created songs discussing their use of switches. Meek Mill’s song “Switchin’ On Me” contains the lyric “Comin’ through in a Rolls, I got that **switchie** on me.”¹³⁶

¹³² *National Firearms Commerce and Tracking Assessment: Firearms in Commerce* at 37, BUREAU OF ALCOHOL, TOBACCO, FIREARMS & EXPLOSIVES (May 5, 2022), <https://www.atf.gov/firearms/docs/report/national-firearms-commerce-and-trafficking-assessment-firearms-commerce-volume/download> [<https://perma.cc/8SSP-FTP2>].

¹³³ *Glock Switch*, WIKIPEDIA, https://en.wikipedia.org/wiki/Glock_switch [<https://perma.cc/6PHP-AUK7>] (last visited May 28, 2025); Pageviews Analysis, WIKIPEDIA, https://pageviews.wmcloud.org/?project=en.wikipedia.org&platform=all-access&agent=user&redirects=0&range=all-time&pages=Glock_switch [<https://perma.cc/7LTM-URST>] (last visited May 28, 2025).

¹³⁴ Londoño & Thrush, *supra* note 103.

¹³⁵ Jeremy Harris, *Illegal ‘Glock Switch’ Blamed for Increase of Rounds Being Fired in Western Washington Shootings*, KPIC (Oct. 7, 2023, at 11:02 AM), <https://kpic.com/news/local/illegal-glock-switch-blamed-for-increase-bullets-rounds-fired-in-western-washington-shootings-ghost-guns-atf-machine-gun-gun-violence-crime-firearms-law-enforcement-police-seattle-spd-chief-adrian-diaz-investigations> [<https://perma.cc/7B4S-KPJ5>].

¹³⁶ Meek Mill, *Switchin’ on Me*, GENIUS, <https://genius.com/Meek-mill-switchin-on-me-lyrics> [<https://perma.cc/GY2P-G36J>] (last visited May 28, 2025) (emphasis added).

164. Many who brag about having switches have been connected to murders. A rapper featured on a diss track that reportedly led to the murder of seventeen-year-old Noah Scurry, rapped “my middle name is **Switchy** but I won’t go out like that [expletive].”¹³⁷

165. Another rapper, HopOutBlick, was charged in September 2023 with two counts of murder, attempted murder, robbery, illegal gun possession, and related crimes when he took part in a gun deal that left three teens dead in April 2023, including one fourteen-year-old boy.¹³⁸ HopOutBlick later described the incident in an unreleased rap song with the lyrics, “We fried Laah/ now he can’t pop no more wheelies/ them big ass .40 holes look like he felt a 10 milly / they should have played it smart / and just gave up them glizzys / they made a wrong move / and then my twin let off his **switchy**.”¹³⁹ HopOutBlick has released other songs referencing switches including “Button to His Face” and “Switchy Gang.”¹⁴⁰

166. Rapper Blumberg Geez was shot to death in May 2023 while on the run from a homicide charge of a sixteen-year-old boy. His song “Gen 5” included the lyrics “broski going

¹³⁷ Video posted by Drenschzn (@drenschzn), INSTAGRAM, *Pray for Forgiveness* (Oct. 1, 2024) <https://www.instagram.com/reel/DAmIbOIRveh/?igsh=MXgzeWN6cnoxZzkWZw%3D> [https://perma.cc/2JGC-WRRW]; Quincy Thomas, *17-Year-Old Star Athlete Noah Scurry Shot Dead Hours After Dropping Drill Rap Diss Track*, YAHOO ENT. (Jan. 17, 2025, at 10:27 AM EST) https://www.yahoo.com/entertainment/17-old-star-athlete-noah-152738245.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAALDFc0hGPCts1W7XwNxxtcpI8kMypEHn2fjfnXfCX8HvZ2-QzHhVpq_7M0fKrSiVRqck8ItOM5SDUcdpmtvxeNcl4c4wzdH51Q6MG_1P9I1uB-Brbl0lhwPU9TWgToW5OCwt6s8pxXk1qCucHHvx0JXN8s_QDej8DtLdtxePsu_ [https://perma.cc/V5D4-7GHQ].

¹³⁸ See Ellie Rushing, *Philly Rapper Kyzir Reeves, aka HopOutBlick, Charged with Murder*, PHILA. INQUIRER (Sept. 8, 2023, at 7:00 PM ET), <https://www.inquirer.com/crime/kyzir-reeves-hop-out-blick-rapper-philly-charged-murder-20230908.html> [https://perma.cc/PA88-ZLNN]. HopOutBlick’s name includes the term, “blick,” which itself is a slang term for a shooting or gun. See *id.*

¹³⁹ Hip-Hop Daily, *HopOutBlick – The Philly Rapper Who Snitched on Himself* (YouTube, Jan. 21, 2024), <https://www.youtube.com/watch?v=zdEIIIFUbk4> [https://perma.cc/VT4T-PJYY] (emphasis added).

¹⁴⁰ HopOutBlick, *Switchy Gang* (YouTube, Nov. 9, 2024), <https://www.youtube.com/watch?v=wxhHdkQz0Ho> [https://perma.cc/6G7H-Z5Z4]; Loose Screw, *Button to His Face – Hopoutblick* (YouTube, Aug. 15, 2023), <https://www.youtube.com/watch?v=KePG33ISQ4c> [https://perma.cc/F7P2-QPVN]. “Button” is a slang word for a switch.

crazy with that **switchy**, way too fast it hit his head got this dummy looking.”¹⁴¹ Lil’ Bape was another rapper charged in May 2023 with the murder of a sixteen-year-old boy.¹⁴² In a song called “Neighborhood Ticket” he rapped the lyrics, “And them **switches** super fast, 40 got hit with the pistol.”¹⁴³

167. The increased use of Glock handguns modified with switches strikingly underscores the extent to which fully automatic machine guns are exacerbating the gun violence epidemic in Pennsylvania and Philadelphia.

168. As has occurred in Philadelphia, high school students can be shot on their way to school, outside a beauty salon one block away from school, or at a school sponsored football scrimmage.¹⁴⁴

169. Gun violence is a national problem, but its impact on Philadelphia and Pennsylvania is more acute and has, indeed, risen to a public health crisis. Switch-modified Glock handguns and other fully automatic machine guns have substantially contributed to this increase in gun violence.

170. The rate of gun deaths in Pennsylvania increased 32 percent from 2012 to 2021.¹⁴⁵ Currently, one Pennsylvanian dies every 6 hours from gun violence.¹⁴⁶

¹⁴¹ TwoThirdFilms (FilmPicasso), *Blumberg DuDa X Blumberg Geez – “Gen 5”* (YouTube, July 4, 2022), <https://www.youtube.com/watch?v=SL6HLYvu0hU> [<https://perma.cc/622Q-D436>] (emphasis added). Gen5 refers to a type of G17 or G19 semiautomatic handgun sold by Glock.

¹⁴² Ellie Rushing, *Philly Rapper Lil Bape Charged with Killing 16-Year-Old*, *Policy Say*, PHILA. INQUIRER (May 11, 2023, at 6:12 PM ET), <https://www.inquirer.com/crime/aysir-clark-lil-bape-murder-philadelphia-nafis-betrand-hill-20230511.html> [<https://perma.cc/79YU-2GQE>].

¹⁴³ Lil Bape, *Neighborhood Ticket*, GENIUS (Apr. 11, 2022), <https://genius.com/Lil-bape-neighborhood-ticket-lyrics> [<https://perma.cc/ZR4P-AW82>] (last visited May 28, 2025) (emphasis added).

¹⁴⁴ Sammy Caiola, *Teen Committee Conducts Gun Violence Survey to Bring Solutions to City Officials*, WHYY (May 20, 2022), <https://whyy.org/articles/teen-committee-conducts-gun-violence-survey-to-bring-solutions-to-city-officials/> [<https://perma.cc/FBD5-6APZ>].

¹⁴⁵ Everytown for Gun Safety, *Gun Violence in Pennsylvania*, EVERYSTAT (updated May 2023), <https://everystat.org/wp-content/uploads/2019/10/Gun-Violence-in-Pennsylvania-2.pdf> [<https://perma.cc/92M7-UHJF>].

¹⁴⁶ *Gun Violence*, PA. HEALTH POL’Y COAL., <https://pahealthpolicy.org/gun-violence> [<https://perma.cc/4YFN-564E>] (last visited May 28, 2025).

171. In the Commonwealth, 77 percent of all homicides involve a gun, with high rates of gun homicides particularly affecting vulnerable populations and communities of color.¹⁴⁷ For example, 61 percent of female intimate partner homicides in Pennsylvania involve a gun.¹⁴⁸ Strikingly, Black men account for nearly 64 percent of the Commonwealth's gun homicide victims, despite only representing approximately 6.3 percent of the Pennsylvania population.¹⁴⁹

172. Gun violence is not limited to murder. From 2012 to 2021, Pennsylvania experienced a remarkable 27 percent increase in the share of aggravated assaults committed with a firearm.¹⁵⁰

173. In Philadelphia, the gun violence crisis is particularly acute. For decades, the gun violence rate in Philadelphia has been among the highest of any major city in the United States.¹⁵¹

174. Over the past decade, the city has experienced more than 16,000 shootings.¹⁵² Pistols illegally modified to fire automatically as machine guns have contributed to the devastating effects of gun violence.

¹⁴⁷ See Everytown, *supra* note 145.

¹⁴⁸ *Id.*

¹⁴⁹ *Gun Violence*, *supra* note 146; *QuickFacts Pennsylvania*, U.S. CENSUS BUREAU, <https://www.census.gov/quickfacts/fact/table/PA/PST045223> [https://web.archive.org/web/20250530220821/https://www.census.gov/quickfacts/fact/table/PA/PST045223] (last visited May 28, 2025); Pa. State Data Ctr., *Black History Month in Pennsylvania*, PENNSTATE HARRISBURG (Feb. 28, 2023), <https://pasdc.hbg.psu.edu/sites/default/files/resources/comparing-median-household-income-race-February-2023.pdf> [https://perma.cc/7SEZ-ECMX].

¹⁵⁰ *Fact Sheet: Dangerous Gun Laws in Pennsylvania*, CTR. FOR AM. PROGRESS ACTION FUND (Oct. 18, 2022), <https://www.americanprogressaction.org/article/fact-sheet-dangerous-gun-laws-in-pennsylvania/> [https://perma.cc/6DPA-5F9G].

¹⁵¹ City of Phila., *The Philadelphia Roadmap to Safer Communities January 2019 – January 2024*, https://www.phila.gov/media/20190125102315/The-Philadelphia-Roadmap-to-Safer-Communities.pdf?mc_cid=27255cf1da&mc_eid=701a23fa37 [https://web.archive.org/web/20250409165326/https://www.phila.gov/media/20190125102315/The-Philadelphia-Roadmap-to-Safer-Communities.pdf?mc_cid=27255cf1da&mc_eid=701a23fa37] (last visited May 28, 2025).

¹⁵² Mensah M. Dean, *Philadelphia's Shootings Have Plummeted, But Some Neighborhoods Remain Hard Hit*, THE TRACE (Sept 30, 2025), <https://www.thetrace.org/2025/09/philadelphia-shootings-neighborhood-data/> [https://perma.cc/VW2M-64FF].

175. While gun violence creates suffering throughout the entire city, it disproportionately affects certain Philadelphia communities.¹⁵³ Philadelphia is one of the most racially segregated cities in the United States, and the Philadelphia zip codes with the highest levels of gun violence are predominantly Black and Hispanic.¹⁵⁴

176. These are the same neighborhoods that were afflicted by redlining and other forms of intergenerational structural forces that concentrate violence.¹⁵⁵

177. In Philadelphia’s most violent neighborhoods, men aged 18 to 29 are nearly twice as likely to be shot and killed than soldiers who were sent to Afghanistan between 2001 and 2014.¹⁵⁶

178. Besides disproportionately affecting young, Black men, gun violence is also increasingly harming Philadelphia’s children.

179. Community members have noticed that both shooters and victims are getting “younger and younger and younger.”¹⁵⁷

¹⁵³ James Garrow, *Black History Month: Gun Violence*, CITY OF PHILA. (Feb. 28, 2023), <https://www.phila.gov/2023-02-28-black-history-month-gun-violence/> [<https://perma.cc/AA5B-YWRG>].

¹⁵⁴ Rebecca Rhynhart, *Report on the Economic Impact of Homicides*, OFF. CITY CONTROLLER PHILA. (Oct. 2019), https://controller.phila.gov/wp-content/uploads/2019/10/report_on_gun_violence.pdf [<https://perma.cc/Y2LS-VJQH>]; *Community Violence Dashboard*, ACCELERATE HEALTH EQUITY, <https://www.ahephl.org/topic/community-violence> [<https://perma.cc/K6M5-NU8C>] (last visited May 29, 2025).

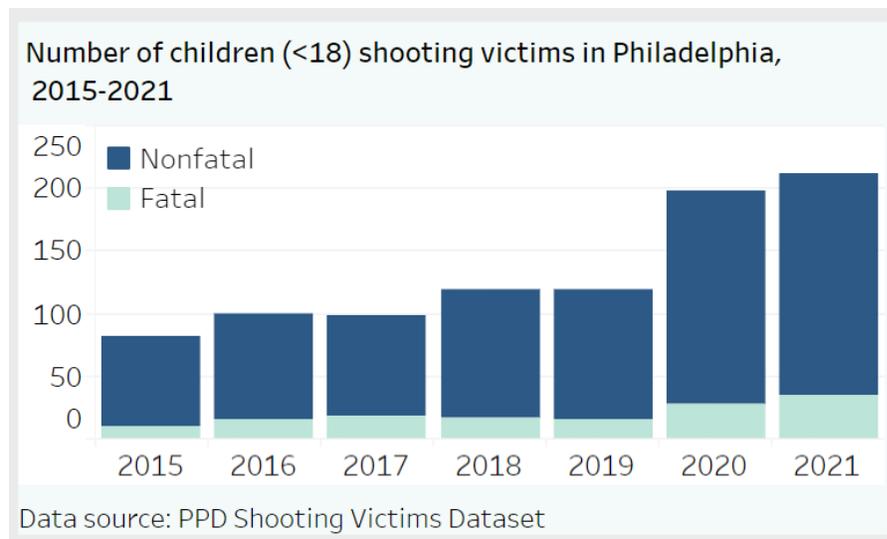
¹⁵⁵ Campbell Robertson, ‘Everybody Is Armed’: As Shootings Soar, Philadelphia Is Awash in Guns, N.Y. TIMES (Aug. 11, 2022), <https://www.nytimes.com/2022/08/11/us/philadelphia-gun-violence-shootings.html> [<https://web.archive.org/web/20250624141447/https://www.nytimes.com/2022/08/11/us/philadelphia-gun-violence-shootings.html>]; Rhynhart, *supra* note 154.

¹⁵⁶ Brown University, *In Some U.S. Zip Codes, Young Men Face More Risk of Firearm Death Than Those Deployed in Recent Wars, Study Finds*, SCI. DAILY (Dec. 22, 2022), <https://www.sciencedaily.com/releases/2022/12/221222123047.htm> [<https://perma.cc/SL4V-WJB6>].

¹⁵⁷ Caiola, *supra* note 144.

180. In 2017, fewer than 100 fatal and nonfatal shooting victims were under the age of 18. By 2022, that number had more than doubled.¹⁵⁸ During that same time, the number of young people arrested in shootings more than quadrupled.¹⁵⁹ In 2024 alone, 26 juveniles were charged in nonfatal shootings, which equates to 15% of all such charges. In that same year, 26 youths were charged with homicide.¹⁶⁰

181. Philadelphia even had more shootings involving children in 2022 than New York, a city with more than five times as many people.¹⁶¹



¹⁵⁸ Aubri Juhasz, *Safe Place: How Philly Schools Are Responding to the City's Gun Violence Crisis*, CHALKBEAT PHILA. (Feb. 17, 2023, at 4:11 PM), <https://philadelphia.chalkbeat.org/2023/2/17/23603224/gun-violence-students-philadelphia-dobbins-high-school-fights-safe-path-safety-zones-mental-health> [<https://perma.cc/5BJM-XHF3>].

¹⁵⁹ *Id.*

¹⁶⁰ Mensah M. Dean, *Even As Shootings Plummet, Philly Sees an Alarming Uptick in Children and Teens Charged with Gun Violence*, THE TRACE (Apr. 10, 2025), <https://www.thetrace.org/2025/04/teen-gun-violence-philadelphia-increase/> [<https://web.archive.org/web/20260311182051/http://web.archive.org/screenshot/https://www.thetrace.org/2025/04/teen-gun-violence-philadelphia-increase/>].

¹⁶¹ *Id.*

182. In the Philadelphia neighborhoods most harmed by gun violence, some children have reported that they cannot even ride a bicycle in their own neighborhood for fear of getting shot by a stray bullet.¹⁶²

183. These fears are not unfounded. In a recent survey of 1,300 students, a teen committee formed to prevent gun violence in Philadelphia found that 46 percent of students had a loved one who had been shot, 36 percent had witnessed gun violence, and nearly 11 percent had been personally “victimized.”¹⁶³

184. Boys and girls in Philadelphia report feeling unsafe on a daily basis.¹⁶⁴

185. Most of the gun violence Pennsylvanians and Philadelphians experience, including that children and communities of color particularly confront, is avoidable. However, gun violence is instead being exacerbated by the proliferation of semiautomatic handguns that have been converted to fully automatic machine guns with a switch.

186. In particular, the use of illegally modified Glocks among young people has led to a foreseeable jump in youth victims and youth perpetrators of gun violence.

187. For example, on March 6, 2024, eight teenagers were shot at while waiting at a Philadelphia SEPTA bus stop. More than 30 rounds were fired in a matter of seconds; a Glock 22 pistol modified with a switch was recovered at the scene.¹⁶⁵ All of the gunshot victims were teenagers, as were all five suspects arrested in connection with that shooting.¹⁶⁶

¹⁶² Caiola, *supra* note 144.

¹⁶³ *Id.*

¹⁶⁴ Robertson, *supra* note 151.

¹⁶⁵ Hutchinson, *supra* note 62.

¹⁶⁶ NBC10 Staff, *Final Suspect Arrested in Shooting Near SEPTA Bus That Injured 8 Students*, NBC PHILA. (Mar. 21, 2024, at 5:29 PM), <https://www.nbcphiladelphia.com/news/local/teenage-suspect-arrested-in-shooting-near-septa-bus-that-injured-8-students/3807218/> [<https://perma.cc/KM38-FRJ4>].

188. Just a few months later in July 2024, when nine individuals were arrested in connection with a large gun trafficking ring in Pennsylvania—including the illegal acquisition and sale of switches—one was 18 years old, and six were under 30 years old.¹⁶⁷

189. The popularity of Glocks illegally modified with switches has had devastating consequences for others as well. In Philadelphia and Pennsylvania specifically, many have been killed or suffered grievous bodily harm at the hands of shooters wielding pistols modified with switches. For example:

- a. On Fourth of July last year, three people were killed and nine others injured at a block party in the Grays Ferry neighborhood of Philadelphia. All of the deceased were under the age of 25, and the injured included five teenagers.¹⁶⁸
- b. In May 2025, three shooters killed two people and injured nine others, three of whom were teenagers, who were celebrating Memorial Day at Fairmount Park in Philadelphia.¹⁶⁹
- c. In June 2024, a minor shot and killed one seventeen-year-old girl and injured four other teens at Fairmount Park in Philadelphia.¹⁷⁰

¹⁶⁷ David Chang & Deanna Durante, *9 Charged in Massive Gun Trafficking Ring That Spanned 8 Counties in Pennsylvania*, NBC PHILA. (July 30, 2024, at 4:47 PM), <https://www.nbcphiladelphia.com/news/local/9-charged-in-massive-gun-trafficking-ring-that-spanned-8-counties-in-pennsylvania/3928191/> [https://perma.cc/8D84-2PZ9].

¹⁶⁸ See Bell, *supra* note 1.

¹⁶⁹ Rachel Clun & Oliver O’Connell, *Philadelphia Mass Shooting: Cops Hunting Three Gunman After Two Killed and 9 Injured in Fairmount Park*, INDEPENDENT (May 27, 2025, at 14:50 EDT), <https://www.the-independent.com/news/world/americas/crime/philadelphia-mass-shooting-live-updates-fairmount-park-deaths-b2758284.html?#post-2080525> [https://perma.cc/6JMW-3SR4].

¹⁷⁰ Joe Holden, *Suspect Arrested in Philadelphia Mass Shooting; Police Believe Another Is Linked Through Social Media*, CBS NEWS PHILA. (Nov. 15, 2024, at 7:56 AM), <https://www.cbsnews.com/philadelphia/news/philadelphia-mass-shooting-update/> [https://perma.cc/5QU9-AQXK].

- d. In Kennywood, Pennsylvania, a gunman shot and injured three people at a crowded amusement park in September 2022.¹⁷¹
- e. In February 2023, a fleeing assailant shot and killed Justin McIntire, Chief of Police of Brackenridge, Pennsylvania, and later wounded a police officer attempting to arrest him.
- f. Early last summer, a man evading arrest in Harrisburg, PA brandished a Glock converted to fully automatic with a switch and fired at police officers attempting pursuit. A member of the K9 unit was wounded.¹⁷²

190. So devastating has been the increase in deaths and injuries from guns modified with switches that the inventor of the device—patented as a “Fire Selector System”—Jorge Leon has stated he was “terrified” to learn how prevalent Glock switches had become in gun crimes.¹⁷³ Leon later stated in a February 2024 interview that he would have “rather invent[ed] any other thing” than the switch.¹⁷⁴

¹⁷¹ Hutchinson, *supra* note 16; Ford, *supra* note 16.

¹⁷² Dist. Att’y Fran Chardo, *District Attorney Determines That Use of Deadly Force Was Justified in the Death of Kendrell Hall*, DAUPHIN CNTY. DIST. ATT’Y’S OFF. (July 11, 2024), <https://dauphin.crimewatchpa.com/da/310/cases/district-attorney-determines-use-deadly-force-was-justified-death-kendrell-hall#:~:text=They%20believed%20that%20Hall%20presented,the%20death%20of%20Kendrell%20Hall> [https://perma.cc/3GNN-FLQY]; Jenna Wise, *Man Killed by Police in Harrisburg Was Shooting at Officers with Modified Gun: DA*, PENNLIVE (July 11, 2024, at 2:01 PM), <https://www.pennlive.com/crime/2024/07/man-killed-by-police-in-harrisburg-was-shooting-at-officers-with-modified-gun-da.html#:~:text=The%20pistol%20Hall%20was%20carrying,until%20the%20threat%20was%20eliminat ed.%E2%80%9D> [https://perma.cc/6B9M-HKTR].

¹⁷³ Hutchinson, *supra* note 60.

¹⁷⁴ Hrapsky, *supra* note 96.

V. Glock Substantially Contributes to a Public Health Crisis in Philadelphia and Pennsylvania by Marketing and Advertising Fully Automatic Weapons to Civilians, Which Is Immoral, Unethical, Oppressive, and Unscrupulous.

191. Glock's marketing is directly and substantially responsible for the increase in illegally modified Glock pistols used to inflict gun violence in Philadelphia and in Pennsylvania broadly.

192. Glock's desire for greater profits and revenue from the sale of its Gen3, Gen4, and Gen5 model pistols came at the expense of civilians who become the victims of gun violence involving Glock's easily modifiable pistols. Until recently, Glock had not taken any meaningful steps to alter the design of its pistols based on the false pretense that such alterations are not possible; Glock then used this pretense to justify selling its semiautomatic pistols in Philadelphia and in Pennsylvania broadly, which Glock knows are easily modified to become fully automatic, and whose susceptibility to modification makes them a weapon of choice for would-be criminals.

193. Glock markets and promotes fully automatic Glock pistols to the public, materially misrepresenting to consumers that fully automatic Glock pistols are desirable, legal for public use, and that switches used to convert semiautomatic pistols into machine guns are manufactured by or authorized by Glock. In doing so, Glock markets its products to precisely the people Pennsylvania law seeks to prevent from accessing automatic weapons, causing an increase in gun violence.

194. The impact of gun violence, exacerbated by fully automatic machine guns, is hard to overstate and includes not only the physical harm and its chronic effects, but also the toll on the mental health of those exposed to violence, as well as a lost sense of safety in public spaces meant to bring communities together.

195. The ongoing harm of gun violence most immediately impacts gun violence victims themselves.

196. Victims of gun violence often receive intensive medical care from emergency medical services and require government support to fully recover. Many gun injuries require long-term support that can be difficult for individuals to obtain.¹⁷⁵

197. Firsthand exposure to gun violence, particularly incidents resulting in fatality, is an important determinant of mental health, increasing the risk of psychological distress, depression, suicidal ideation, and serious mental illness.

198. In a 2021 study conducted by Philadelphia's Perelman School of Medicine at the University of Pennsylvania ("Penn Medicine") of 2,629 shooting incidents, 31 percent of the shooting incidents had one or more corresponding mental health-related emergency department visits in the sixty days following the shooting.¹⁷⁶ Mental health impact resulting from gun violence can also cause and exacerbate a wide range of physical health concerns, such as hypertension, pain, and even gastrointestinal issues.¹⁷⁷

199. Besides impacting immediate victims, gun violence harms entire neighborhoods, which is particularly traumatizing for children and young people.¹⁷⁸ Community violence in neighborhoods can result in young people witnessing assaults and even killings of family members, peers, trusted adults, innocent bystanders, and perpetrators of violence.¹⁷⁹

¹⁷⁵ Steve Inskeep, *Shooting Victims Face Lifelong Disabilities, Financial Burdens, Newspaper Finds*, NPR (December 11, 2018, at 5:05 AM ET), <https://www.npr.org/2018/12/11/675505101/shooting-victims-face-lifelong-disabilities-financial-burdens-newspaper-finds> [https://perma.cc/95W6-LQC5].

¹⁷⁶ Natasha Brown, *How Gun Violence Is Impacting Mental Health of Philadelphia's Youth*, CBS NEWS PHILA. (Feb. 27, 2023, at 5:52 PM EST), <https://www.cbsnews.com/philadelphia/news/philadelphia-gun-violence-teen-mental-health-nami/> [https://perma.cc/YL2L-M2SG]; Aditi Vasan, MD et al., *Association of Neighborhood Gun Violence with Mental Health-Related Pediatric Emergency Department Utilization*, 175 JAMA PEDIATR. 1244-51 (Sept. 20, 2021).

¹⁷⁷ Tristan Epps, *Managing Mental Health Amid Gun Violence*, PENN TODAY (Jun. 24, 2022), <https://penntoday.upenn.edu/news/penn-psychiatry-managing-mental-health-amid-gun-violence> [https://perma.cc/4G48-GQ4U].

¹⁷⁸ *Community Violence Dashboard*, *supra* note 154.

¹⁷⁹ City of Phila., *supra* note 151.

200. A study conducted by Penn Medicine in 2021 revealed a significant increase in pediatric mental health-related emergency department visits following incidents of neighborhood gun violence.¹⁸⁰ The increase was most pronounced in the two weeks following a shooting, among children residing closest to where the violence occurred and among children exposed to multiple shootings.¹⁸¹

201. Other researchers have found that children who live close to areas where shootings happened are 134 percent more likely to go to the ER for a mental health issue.¹⁸²

202. There is a clear discrepancy in mental health impacts among young people chronically exposed to violence.¹⁸³

203. Violence in the community can prevent young people from feeling safe in their own schools and neighborhoods.¹⁸⁴ When children do not feel safe, it is exceedingly difficult for them to learn. And when students are injured or killed by gunfire, the trauma ripples across classrooms and instills a fear in young people that they could be next.¹⁸⁵

204. Sixty-four percent of 1,300 Philadelphia students surveyed in 2022 said they were worried about the safety of their friends and family regarding gun violence.¹⁸⁶

205. Violence and the ensuing psychological trauma can lead young people to adopt an attitude of hyper vigilance, to feel unable to let their guard down, and to always brace themselves for the next outbreak of violence.¹⁸⁷ Young people may come to believe that violence is “normal,”

¹⁸⁰ Brown, *supra* note 176.

¹⁸¹ *Id.*

¹⁸² TaRhonda Thomas, *Local Study Examines Impact of Neighborhood Shootings on Kids' Mental Health*, 6 ABC ACTION NEWS (Sept. 21, 2021), <https://6abc.com/gun-violence-west-philadelphia-guns-in-philly-mental-health/11035546/> [<https://perma.cc/7TV4-CCSX>].

¹⁸³ Brown, *supra* note 176.

¹⁸⁴ City of Phila., *supra* note 151.

¹⁸⁵ Juhasz, *supra* note 158.

¹⁸⁶ Caiola, *supra* note 144.

¹⁸⁷ City of Phila., *supra* note 151.

and “here to stay,” and that relationships are too fragile to trust because one never knows when violence will take the life of a friend or loved one.¹⁸⁸

206. They may turn to gangs or criminal activities to prevent others from viewing them as weak and to counteract feelings of despair and powerlessness.¹⁸⁹

207. Overall, due to the number of gun homicides and non-fatal shootings over the past several years, many Philadelphians and other Pennsylvanians living in the communities most impacted by gun violence are now suffering the negative effects of repeated and extended exposure to violence.

208. From family members to faith community members, from neighbors to friends, each time gun violence touches one life, it touches many others.

209. These effects are felt disproportionately in predominantly Black and Hispanic communities in Philadelphia and Pennsylvania, which are disproportionately impacted by gun violence.¹⁹⁰ The disproportionately high exposure to gun violence fatalities experienced by racial minorities leads to a higher prevalence of mental health issues in Black/Hispanic communities.¹⁹¹ Even in hospitals, many Black emergency room staff have experienced the trauma of seeing and even caring for their wounded loved ones while working.¹⁹² For Black emergency department staff, these interactions create a feeling of numbness surrounding gun violence.¹⁹³

¹⁸⁸ *Id.*

¹⁸⁹ *Id.*

¹⁹⁰ Garrow, *supra* note 153; *Gun Violence*, *supra* note 146.

¹⁹¹ Rachel Ewing, *Gun Violence: A Reckoning*, PENN MED. NEWS (2022), <https://web.archive.org/web/20250410182339/https://www.pennmedicine.org/news/publications-and-special-projects/penn-medicine-magazine/winter-2022/gun-violence-a-reckoning> (last visited Apr. 10, 2025).

¹⁹² *Id.*

¹⁹³ *Id.*

210. Gun violence can create worry for individuals in the community, which cause them to make drastic changes to their everyday lifestyles.¹⁹⁴

211. For example, some may be hesitant to stand at a local bus stop for extended periods of time or might refrain from being out in the community as much as possible.¹⁹⁵

212. When individuals cannot engage with their communities due to fear of gun violence, it becomes much more difficult to freely speak, assemble, pray, or vote.¹⁹⁶

213. Gun violence can, therefore, reduce both healthy physical activity and diminish community connection and support.¹⁹⁷

214. Losing social support is a critical issue, especially since perceived social support is the number one predictor of recovery after trauma.¹⁹⁸

215. There is also substantial evidence that exposure to violence limits economic mobility, deepens poverty, and perpetuates further violence.¹⁹⁹

216. Sadly, the consequences of this cycle are intergenerational, negatively impacting neighborhoods for decades.²⁰⁰

217. In short, the pervasive impacts of gun violence have pushed Philadelphia and Pennsylvania into a grave public health crisis.

¹⁹⁴ Epps, *supra* note 177.

¹⁹⁵ *Id.*

¹⁹⁶ See Gregory P. Magarian, *Conflicting Reports: When Gun Rights Threaten Free Speech*, 83 LAW & CONTEMP. PROBS. 169 (2020) (“In the real world . . . guns far more commonly impede and chill free speech than protect or promote it.”).

¹⁹⁷ Epps, *supra* note 177.

¹⁹⁸ *Id.*

¹⁹⁹ Rhynhart, *supra* note 154.

²⁰⁰ *Id.*

218. Gun violence is a public health problem because it causes injury and death.²⁰¹ Philadelphia Mayor Cherrille Parker has acknowledged that gun violence is a public health crisis affecting the City.²⁰² Although gun violence has always negatively impacted public health, these effects are only exacerbated by Glock’s marketing, advertising, and promotion of machine guns.

219. This marketing particularly appeals to teens hoping to look “cool” or individuals seeking to commit crimes, who then purchase or obtain a Glock semiautomatic pistol and convert it to fully automatic using a switch.

220. Glock’s contribution to gun violence in Philadelphia and Pennsylvania is immoral, unethical, oppressive, and unscrupulous. Glock knows that civilians are prohibited from possessing fully automatic handguns, yet chose to advertise machine guns—and the “pleasure” and “fun” of fully automatic weapons—to the general public, despite their significant impact on Philadelphia and Pennsylvania’s gun-fueled public health crisis. Glock specifically targets its advertisements to vulnerable teens and young men, furthering the immorality of its marketing tactics. Glock was aware that its machine gun advertisements and promotion of its semiautomatics as “simple” and “easy” to modify drive sales of its semiautomatics, and sales of switches to convert these semiautomatics into fully automatic weapons, yet Glock continued to implement this marketing strategy despite the consumer confusion its marketing caused and despite converted Glock’s contribution to gun violence in Philadelphia and Pennsylvania.

²⁰¹ Ruth Abaya, *What It Means to Take a Public Health Approach to Reducing Gun Violence*, PHILA. INQUIRER (Jan. 4, 2022, at 5:00 AM ET), <https://www.inquirer.com/health/expert-opinions/gun-violence-public-health-approach-20220104.html> [<https://perma.cc/9B8W-CLF9>].

²⁰² Courtenay Harris Bond, *U.S. Surgeon General Declares Gun Violence a Public Health Crisis. A Specialist on Child Victims Weighs in*, PHILLY VOICE (June 25, 2024), <https://www.phillyvoice.com/surgeon-general-declares-gun-violence-public-health-crisis/> [<https://web.archive.org/web/20250410182718/https://www.phillyvoice.com/surgeon-general-declares-gun-violence-public-health-crisis/>].

VI. Glock's Conduct Is Causing Increased Expenditures and Revenue Loss in Philadelphia and Pennsylvania.

221. In addition to the physical, mental, and emotional impact of Glock's conduct, the economic burden is exorbitant.

222. In Philadelphia, on average, a firearm homicide is associated with an estimated \$1.42 million in costs due to medical expenses, lost earnings/productivity, property damage, and criminal justice costs.²⁰³

223. By this measure, Philadelphia's 228 firearm homicides in 2024 alone would have resulted in over \$410 million of economic burden to Philadelphia adjusted for inflation. 2025's 181 firearm homicides resulted in an additional \$319 million of economic burden to the city.²⁰⁴

224. On average, a nonfatal firearm-related injury in Philadelphia costs \$46,632 in lost productivity and medical expenses, including short term rehabilitation and post-admission follow up.²⁰⁵ According to this valuation, the 1,788 nonfatal firearm assaults in 2022 alone cost Philadelphia more than \$83 million.²⁰⁶

225. Given that over 70 percent of firearm victims in Philadelphia are covered by Medicaid, much of the short- and long-term medical costs these victims receive are borne by the public.²⁰⁷

²⁰³ City of Phila.-Dep't of Pub. Health, *The Cost of Gun Violence*, <https://www.phila.gov/media/20180927125053/Cost-of-Gun-Violence.pdf> [<https://perma.cc/V8TT-E9NW>] (last visited May 28, 2025).

²⁰⁴ *See id.*; CPI Inflation Calculator, U.S. BUREAU OF LABOR STATISTICS, https://www.bls.gov/data/inflation_calculator.htm [https://web.archive.org/web/20250528235322/https://www.bls.gov/data/inflation_calculator.htm] (last visited May 28, 2025); *Philadelphia Shooting Victims Dashboard*, PHILA. CTR. FOR GUN VIOLENCE REPORTING, <https://www.pcgvr.org/philadelphia-shooting-victims-dashboard/> [<https://perma.cc/44JZ-HPDZ>].

²⁰⁵ City of Phila.-Dep't of Pub. Health, *supra* note 203.

²⁰⁶ *Id.*; *Mapping Philadelphia's Gun Violence Crisis*, OFF. CITY CONTROLLER PHILA, <https://web.archive.org/web/20250114141803/https://controller.phila.gov/philadelphia-reports/mapping-gun-violence/#/?year=2024> (last visited Jan. 14, 2025).

²⁰⁷ City of Phila.-Dep't of Pub. Health, *supra* note 203.

226. Firearm homicides in Philadelphia also require a disproportionate amount of resources from Philadelphia's Medical Examiner's Office (MEO) because these homicides are much more labor intensive throughout the entire process of investigation, autopsy, and communication with prosecutors. With these cases, social workers are also often required to assist the victim's family, adding an additional expense. Accordingly, although only 14.4 percent of the MEO's cases were firearm related, they represented up to 30 percent of the MEO's total budget.

227. Statewide, the annual cost of gun violence totals \$21.7 billion, which equals \$1,692 per resident each year.²⁰⁸ \$470.7 million of the total cost is paid by taxpayers.²⁰⁹

228. Abating the public health and safety crisis caused by Glock's marketing, advertising, and promotions requires, and will continue to require, extensive public resources. Some of the efforts Philadelphia and Pennsylvania will need to fund will include: (i) developing and executing policies and procedures to locate, recover, and destroy switches and pistols illegally modified with switches, (ii) educating the public regarding the illegality of switches and of converting a semiautomatic handgun to an automatic weapon using a switch, and (iii) supporting communities hit hard by gun violence and crimes.

229. Some of this work has already begun.

230. In 2022, Philadelphia allocated over \$200 million to violence prevention to address soaring gun violence, which has been exacerbated by the increase in the illegal modification of pistols to turn them into machine guns. In recent years, Philadelphia has dedicated more money to

²⁰⁸ Everytown, *supra* note 145.

²⁰⁹ *Id.*

fighting gun violence—\$340 million in the 2022 and 2023 fiscal years—than previous mayoral administrations.²¹⁰

231. Pennsylvania has likewise dedicated large sums to gun violence prevention. Lieutenant Governor Austin Davis highlighted that the 2025 budget includes “big investments in public safety, including resources to staff up a statewide office of gun violence prevention, the state’s first-ever funding for afterschool and out-of-school time programming and more resources for violence intervention and prevention programs that are working.”²¹¹ The Commonwealth allocated \$69 million to these programs.

232. The City government has rolled out an array of efforts to address the crisis, including grants for community groups, violence intervention programs, and earlier curfews, all of which require additional expenditures.²¹² Philadelphia also formed a working group with members from nineteen different city departments whose sole purpose is to combat the City’s pervasive gun violence crisis, made worse by an increased use of illegally modified Glock handguns.

233. In the last few years, Philadelphia has emphasized grant funding for nonprofit organizations, many of which support youth programming focused on reducing violence.²¹³

²¹⁰ Jim Kenney, *As My Term Comes to an End, Addressing Gun Violence Is My Top Priority*, PHILA. INQUIRER (Nov. 14, 2022, at 10:02 AM ET), <https://www.inquirer.com/opinion/commentary/philadelphia-mayor-jim-kenney-gun-violence-20221114.html> [<https://perma.cc/S2AX-VK8E>].

²¹¹ Press Release, Governor Shapiro Signs Bipartisan 2024-25 Budget, Investing in Economic Development, K-12 and Higher Education, and Public Safety to Create Freedom and Opportunity for All Pennsylvanians, COMMW. OF PA. (July 12, 2024), <https://www.pa.gov/en/governor/newsroom/2024-press-releases/governor-shapiro-signs-bipartisan-2024-25-budget--investing-in-e.html> [<https://perma.cc/C9EA-QAT8>].

²¹² Robertson, *supra* note 155.

²¹³ Caiola, *supra* note 144.

234. The Anti-Violence Community Expansion Grant program sets aside grants up to \$1 million dollars to groups that provide healing and mentorship.²¹⁴ The City's award under this program totaled \$13.5 million in 2022.²¹⁵

235. In June 2022, Philadelphia also said it would spend \$1.8 million to install new security cameras near the nineteen district schools most impacted by gun violence.²¹⁶

236. Philadelphia is also spending to improve environmental conditions in neighborhoods with the highest risk of gun violence in an effort to reduce violence exacerbated by Glock's conduct.²¹⁷

237. As a part of the Roadmap to Safer Communities, License and Inspections and Community Life Improvement Program cleaned and sealed 297 properties, demolished 115 buildings, completed 8,823 graffiti removals, cleaned 1,203 lots, and maintained four lots from 2019-2020.²¹⁸ In the summer of 2024, Mayor Parker's administration cleaned 18,000 blocks, pulling weeds, planting new flowers, and other efforts to improve quality of life.²¹⁹

238. In early 2022, the police department launched a new unit dedicated to investigating nonfatal shootings—a major structural shake-up designed to allow detectives to respond to shootings in the same way the department handles homicides.²²⁰

²¹⁴ *Id.*

²¹⁵ Press Release, Off. of the Mayor, City Announces Final Round of Anti-Violence Community Expansion Grant Awardees (Dec. 8, 2021), <https://www.phila.gov/2021-12-08-city-announces-final-round-of-anti-violence-community-expansion-grant-program-awardees/> [<https://perma.cc/2QK6-PPT9>].

²¹⁶ Juhasz, *supra* note 158.

²¹⁷ The Phila. Roadmap to Safer Cmtys., *Quarterly Progress Update: 2019 in Review*, CITY OF PHILA. (Jan. 22, 2020), <https://www.phila.gov/media/20200205091124/PRSC-progress-update-q3.pdf> [<https://perma.cc/US4H-PNVK>].

²¹⁸ *Id.*

²¹⁹ Tom MacDonald, *Philly City Officials Vow to Keep the City Clean After a Summer-Long Cleanup Effort*, WHYY (Sept. 4, 2024), <https://whyy.org/articles/philadelphia-cherelle-parker-clean-city/> [<https://perma.cc/F3K5-JHAE>].

²²⁰ Ellie Rushing & Chris Palmer, *Philly's Gun Violence Remained at Record Levels for the Third Straight Year*, PHILA. INQUIRER (Dec. 29, 2022, at 5:00 AM),

239. On March 28, 2024, State Senator Vincent Hughes announced that Philadelphia and Montgomery Counties were receiving \$24 million in grant funding which will be allocated to three agencies.²²¹ A total of \$40 million in grants was awarded to support gun violence intervention and prevention work throughout the Commonwealth.²²²

240. Although Philadelphia and Pennsylvania had numerous potential uses for this funding, they spent the money on gun violence prevention to help counteract the crises that Glock has fueled.

241. These expenditures are an unfortunate necessity due in no small part to the dangerous conditions caused by Glock's self-serving and illegal business practices.

242. Besides increased expenditures, Philadelphia and Pennsylvania have also suffered a loss in revenue due to Glock's conduct.

243. Studies have shown that gun violence has a substantial effect on local economies by reducing job growth and business investment in the neighborhoods where violence is most prevalent.²²³

244. Surges in gun violence have also been associated with slowing appreciation of home values in major United States cities, a phenomenon felt most acutely in low-income neighborhoods.²²⁴

<https://www.inquirer.com/news/philadelphia/homicides-philadelphia-gun-violence-2022-record-20221229.html> [<https://perma.cc/B458-3HJU>].

²²¹ Alesia Bani, *Philadelphia Is Allocating Hundreds of Millions of Dollars to Address Mounting Gun Violence*, THE PLUG (Dec. 30, 2022), <https://tpinsights.com/philadelphia-is-allocating-hundreds-of-millions-of-dollars-to-address-mounting-gun-violence/> [<https://perma.cc/9H62-P2LZ/>].

²²² *Senator Hughes Announces Over \$24M for Gun Violence Prevention in Philadelphia and Montgomery Counties*, SEN. VINCENT HUGHES (Mar. 28, 2024), <https://www.senatorhughes.com/senator-hughes-announces-over-24m-for-gun-violence-prevention-in-philadelphia-and-montgomery-counties/> [<https://perma.cc/V6FK-M57G>].

²²³ Rhynhart, *supra* note 154.

²²⁴ *Id.*

245. When a firearm homicide occurs, it negatively impacts the perception of safety in a neighborhood.²²⁵

246. This perception affects sale prices by lowering the amount a home buyer is willing to pay for housing. This phenomenon is primarily local, affecting sales most strongly within the neighborhood where the homicide occurs.²²⁶

247. On average, sales that occur closer to a homicide tend to have lower prices than sales that occur farther from a homicide.²²⁷

248. Thus, a single year reduction of homicides by 10 percent translates to about a \$13 million increase in property tax revenue.

249. A 10 percent annual reduction in homicides for five years can translate to a total increase of \$114 million in property tax revenue, including \$43 million in year five alone.²²⁸

250. With any meaningful reduction in gun violence, Philadelphia and Pennsylvania would likely experience a number of secondary economic benefits. In addition to increasing property tax revenue, research shows that decreasing gun violence could reduce business disinvestment, job loss, and depopulation in the most disadvantaged neighborhoods in the City and communities in the Commonwealth.²²⁹

251. As such, spending money to combat gun violence created by the increase of illegally modified pistols present in the City and the Commonwealth, and revenue loss resulting from the same, has severely injured Philadelphia and Pennsylvania.

²²⁵ *Id.*

²²⁶ *Id.*

²²⁷ *Id.*

²²⁸ *Id.*

²²⁹ *Id.*

252. Philadelphia and Pennsylvania bring this action to hold Glock accountable for its deceptive marketing practices and the death and destruction resulting from its continuing and conscious decision to put profits over human lives.

CAUSES OF ACTION

First Cause of Action – Violation of Pennsylvania’s Unfair Trade Practices and Consumer Protection Law (“UTPCPL”), 73 P.S. § 201-1 *et seq.*

253. Plaintiffs incorporate the allegations in all prior paragraphs in this Complaint as if fully set forth herein.

254. Section 201-2(3) of the UTPCPL defines “trade” and “commerce” to mean the “advertising, offering for sale, sale or distribution of any services and any property, tangible or intangible, real, personal or mixed, and any other article, commodity, or thing of value wherever situate, and includes any trade or commerce directly or indirectly affecting the people of this Commonwealth.”

255. Glock has engaged in trade and commerce in the Commonwealth of Pennsylvania by marketing, advertising, offering for sale, and selling Glock pistols to persons/entities within Pennsylvania and then seeking to collect monies from these persons/entities.

256. Unfair or deceptive acts or practices, as prohibited by Section 201-3 of the UTPCPL as defined by subclauses (ii), (iii), (v), (vii), (ix), (xvii), and (xxi) of Section 201-2(4) are as follows:

- a. Causing likelihood of confusion or of misunderstanding as to the source, sponsorship, approval or certification of goods or services, 73 P.S. § 201-2(4)(ii);
- b. Causing likelihood of confusion or of misunderstanding as to affiliation, connection or association with, or certification by, another, 73 P.S. § 201-

2(4)(iii);

- c. Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has a sponsorship, approval, status, affiliation or connection that he does not have, 73 P.S. § 201-2(4)(v);
- d. Representing that goods or services are of a particular standard, quality or grade, or that goods are of a particular style or model, if they are of another, 73 P.S. § 201-2(4)(vii);
- e. Advertising goods or services with intent not to sell them as advertised, 73 P.S. § 201-2(4)(ix);
- f. Engaging in any other fraudulent or deceptive conduct which creates a likelihood of confusion or of misunderstanding, 73 P.S. § 201-2(4)(xxi).

257. Glock has engaged in unfair or deceptive acts or practices in violation of 73 P.S. § 201-3 and defined by 73 P.S. § 201-2(4)(ii), (iii), (v), (vii), (ix), (xvii), and (xxi).

258. Through its advertising, marketing, promoting, offering for sale, and selling Glock pistols, Glock has represented, directly or indirectly, expressly or by implication, that civilian consumers can lawfully obtain Glock pistols with automatic fire capabilities, can lawfully obtain switches to convert a semiautomatic Glock pistol to a fully automatic machine gun, can lawfully obtain a converted semiautomatic Glock pistol, and that civilian use of fully automatic Glock pistols is legal and appropriate.

259. Specifically, Glock has made at least the following deceptive, misleading, and unlawful representations (or which have the tendency to confuse or mislead):

- a. That its fully automatic pistols are permitted for public, leisure, or recreational use;

- b. That firing a Glock pistol in fully automatic mode—like a machine gun—is a fun act, available to anyone, and meant to provide pleasure or enjoyment to the shooter;
- c. That its fully automatic pistols are superior to its semiautomatics;
- d. That firing a fully automatic Glock is simple and can be done by untrained individuals; and
- e. That selector switches on its fully automatic pistols are features available and accessible to the general public, and that converting a semiautomatic pistol to fire in fully automatic mode is a desirable activity.

260. Glock’s advertising, marketing, promotions, and offerings for sale of Glock pistols, also has omitted and/or failed to disclose or disclose adequately to civilian consumers material facts including that:

- a. Civilian consumers in the Commonwealth of Pennsylvania cannot lawfully obtain Glock pistols with full automatic firing capabilities;
- b. Civilian consumers in the Commonwealth of Pennsylvania cannot lawfully obtain switches;
- c. Semiautomatic Glock pistols cannot lawfully be altered, modified, or converted into fully automatic machine guns using switches;
- d. Civilian consumers in the Commonwealth of Pennsylvania cannot purchase or obtain fully automatic models of Glock pistols;
- e. Glock advertises and promotes fully automatic Glock pistols without intent, authorization, or permission to sell fully automatic Glock pistols to civilian consumers in the Commonwealth of Pennsylvania;
- f. Glock does not manufacture, offer for sale, or distribute switches that can convert

a semiautomatic Glock pistol into a fully automatic weapon and switches bearing Glock trademark, logo, or insignia are not in fact offered for sale by Glock to civilian consumers;

- g. Use of fully automatic Glock pistols is not a leisure activity;
- h. Firing a fully automatic Glock pistol is hazardous and can inflict fatal or serious bodily harm to the shooter and bystanders;
- i. Firing a fully automatic Glock pistol safely and accurately requires specific training and expert knowledge; and
- j. The unlawful possession of a fully automatic Glock pistol, including a fully automatic Glock pistol assembled from a semiautomatic Glock pistol and a switch, is a state offense.

261. Through its advertising, marketing, promoting, offering for sale, and selling Glock pistols, Glock represents, directly or indirectly, expressly or by implication, that Glock semiautomatic handguns are “simple” and “easy” to modify, are safe, embody perfection, and/or are the standard for safety in handgun manufacturing. Glock also misrepresents that it makes communities a safer place, takes action to keep guns out of the wrong hands, and is committed to firearm safety.

262. In doing so, Glock misleads, deceives, and confuses Pennsylvania consumers (or has the tendency to confuse or mislead) and mispresents:

- a. That consumers should purchase Glock handguns because they are easy to customize with aftermarket accessories like switches;
- b. The safety of the design, engineering, and/or manufacture of Glock pistols;
- c. That Glock pistols are the industry leader in safety;
- d. That Glock is committed to making communities safer;

- e. That Glock is working to keep guns out of the wrong hands;
- f. That Glock is helping to reduce gun violence;
- g. That Glock is committed to gun safety; and
- h. That Glock could not change the design of Glock pistols to make it more difficult to transform Glock pistols into machine guns.

Glock also failed to disclose that Glock pistols can endanger the health and safety of Pennsylvania consumers and their communities.

263. All of these misleading representations and omissions contain information that was, or would be, important to a consumer's purchasing decision. Accordingly, a civilian consumer is highly likely to develop a deceptive or misleading net impression: that it is always legal to acquire fully automatic machine guns, including through converting semiautomatic pistols into fully automatic weapons, that Glock's semiautomatic handguns are safe, and/or conversion of Glock's semiautomatic handguns via the use of Glock switches is safe.

264. Glock directs these misleading representations and omissions to boys and young men, which is an audience particularly vulnerable to misrepresentations, omissions, and deceptive advertising by the gun industry.

265. These representations and omissions in Glock's advertising, marketing, and promotions, and as further described elsewhere in the Complaint, constitute fraudulent and deceptive conduct and are likely to mislead consumers acting reasonably under the circumstances.

266. Additionally, Glock's knowing practice of manufacturing, selling, and/or marketing fully automatic handguns to civilians who are prohibited from legally possessing them, without any acknowledgment of this illegality, and knowing practice of marketing semiautomatic pistols that are easily converted into machine guns as "simple" and "easy" to modify and "safe,"

offends public policy established by Pennsylvania law prohibiting machine guns, including 18 P.S. § 908(a), is immoral, unethical, oppressive, and unscrupulous, and causes substantial injury to consumers.

267. By advertising, promoting, and/or marketing fully automatic handguns to civilians, Glock knowingly fuels an illegal market for automatic handguns and encourages civilians to purchase Glock semiautomatic handguns with the purpose of converting them to automatic weapons with a switch. Glock semiautomatic pistols are regularly purchased by Pennsylvania residents with the desire or intention to convert them to fully automatic weapons.

268. Glock is aware that it would sell fewer semiautomatic pistols if it did not market its semiautomatic pistols as simple and easy to modify and safe, and if it did not fuel the illegal market for fully automatic handguns through its advertising, marketing, and promotions. Substantial numbers of illegally modified Glock pistols have been recovered in criminal investigations, but despite knowledge of these reports, Glock has continued to market, advertise, and promote fully automatic handguns to civilians who are not legally able to possess these weapons, and has continued to market its semiautomatic pistols as simple and easy to modify and safe. Glock does so because it knows that the demand it sows for fully automatic weapons, and thus for converting legal semiautomatic weapons into fully automatic machine guns with switches, boosts Glock's sales and profits from semiautomatic handguns. Glock knows that consumers feel assured in buying these semiautomatic handguns when Glock tells them they are safe. Glock has known for years that those who seek to convert its handguns with Glock switches machine guns are a substantial source of demand, and therefore revenue, for Glock. And Glock's marketing contributes to the allure of machine guns being "cool" for teenagers and young men to own.

269. Glock exploits its marketing and advertising apparatus to promote and glorify the use and possession of fully automatic Glock pistols, and dangerously trivializes machine guns and the use of switches to modify semiautomatic Glocks. Despite being aware that its promotions, advertisements, and marketing drive purchases of switches and semiautomatic pistols for potential use in violent crimes, Glock prioritizes its profit margins over public safety.

270. In doing so, Glock betrays its longstanding partnership with the City and the PPD, which has always been premised on a joint commitment to safely and reliably equipping the City's police officers to protect themselves and the public.

271. Glock's decision to target boys and young men with its promotions, advertisements, and marketing, a population vulnerable to deceptive advertisements from the gun industry, further demonstrates Glock's marketing and promotions are immoral, unethical, oppressive, and unscrupulous.

272. Glock's advertising, marketing, and promotions pose unwarranted health and safety risks to Pennsylvania communities. Indeed, Glock's unlawful conduct has so severely impacted public health that it is commonly referred to as a crisis. Glock's promotion of fully automatic weapons has contributed to deaths, serious injuries, and a severe disruption of public health and safety. Glock's conduct is ongoing and it is producing long-lasting damage to families and communities across Pennsylvania.

273. Each instance of Glock's unlawful conduct constitutes a separate violation of the UTPCPL, as provided in Section 201-8(a).

**Second Cause of Action – Violation of Philadelphia's Consumer Protection Ordinance
("PCPO"), Title 9 § 9-6300 *et seq.***

274. Plaintiffs incorporate the allegations in all prior paragraphs in this Complaint as if fully set forth herein.

275. Section 9-6301(c) of the PCPO defines “trade” and “commerce” to mean the “advertising, offering for sale, lease, rental, or distribution, or the sale, lease, rental, or distribution of any services and any property, tangible or intangible, real, personal, or mixed, and any other article, commodity, or thing of value wherever situated.”

276. Glock has engaged in trade and commerce in the City of Philadelphia by marketing, advertising, promoting, offering for sale, and selling Glock pistols to persons/entities within Philadelphia and then seeking to collect monies from these persons/entities.

277. Unfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce as defined by subclauses (i) through (xxii) of Section 9-6301(d) of the PCPO are declared unlawful.

278. Unfair or deceptive acts or practices, as prohibited by Section 9-6301(d) of the PCPO as defined by subclauses (ii), (iii), (v), (vii), (ix), (xx), and (xxii) of Section 9-6301(d) are as follows:

- a. Causing likelihood of confusion or of misunderstanding as to the source, sponsorship, approval or certification of goods or services, Title 9 § 6301(d)(ii);
- b. Causing likelihood of confusion or of misunderstanding as to affiliation, connection or association with, or certification by, another, Title 9 § 6301(d)(iii);
- c. Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has a sponsorship, approval, status, affiliation or connection that he does not have, Title 9 § 6301(d)(v);
- d. Representing that goods or services are of a particular standard, quality or

grade, or that goods are of a particular style or model, if they are of another,
Title 9 § 6301(d)(vii);

- e. Advertising goods or services with intent not to sell them as advertised, including by failing to disclose clearly and conspicuously all material exclusions, reservations, limitations, modifications, or conditions on such offer, Title 9 § 6301(d)(ix);
- f. The use, in any statement, of exaggerations, innuendo, or ambiguity as to a material fact, or the failure to state a material fact, if such use of, or failure to state, a material fact deceives or tends to deceive, Title 9 § 6301(d)(xx); and
- g. Engaging in any other fraudulent or deceptive conduct which creates a likelihood of confusion or of misunderstanding, Title 9 § 6301(d)(xxii).

279. Through its advertising, marketing, promoting, offering for sale, and selling Glock pistols, Glock has represented, directly or indirectly, expressly or by implication, that civilian consumers can lawfully obtain Glock pistols with fully automatic fire capabilities, can lawfully obtain switches to convert a semiautomatic Glock pistol to a machine gun, can lawfully obtain a converted semiautomatic Glock pistol, and that civilian use of automatic Glock pistols is legal and appropriate.

280. Specifically, Glock has made at least the following deceptive, misleading, and unlawful representations (or which have the tendency to confuse or mislead):

- a. That its fully automatic pistols are permitted for public, leisure, or recreational use;
- b. That firing a Glock pistol in fully automatic mode—like a machine gun—is a fun act, available to anyone, and meant to provide pleasure or enjoyment to the shooter;
- c. That its fully automatic pistols are superior to its semiautomatics;

- d. That firing a fully automatic Glock is simple and can be done by untrained individuals; and
- e. That selector switches on its fully automatic pistols are features available and accessible to the general public, and that converting a semiautomatic pistol to fire in fully automatic mode is a desirable activity.

281. Glock's advertising, marketing, promotions, and offerings for sale of Glock pistols, also has omitted and/or failed to disclose or disclose adequately to civilian consumers material facts including that:

- a. Civilian consumers in Philadelphia cannot lawfully obtain Glock pistols with fully automatic firing capabilities;
- b. Civilian consumers in Philadelphia cannot lawfully obtain switches;
- c. Semiautomatic Glock pistols cannot lawfully be altered, modified, or converted into fully automatic weapons using switches,
- d. Civilian consumers in Philadelphia cannot purchase or obtain fully automatic models of Glock pistols;
- e. Glock advertises and promotes fully automatic Glock pistols without intent, authorization, or permission to sell automatic Glock pistols to civilian consumers in the City of Philadelphia;
- f. Glock does not manufacture, offer for sale, or distribute switches that can convert a semiautomatic Glock pistol into a fully automatic machine gun and switches bearing Glock trademark, logo, or insignia are not in fact offered for sale by Glock to civilian consumers;
- g. Use of fully automatic Glock pistols is not a leisure activity;

- h. Firing a fully automatic Glock pistol is hazardous and can inflict fatal or serious bodily harm to the shooter and bystanders;
- i. Firing a fully automatic Glock pistol safely and accurately requires specific training and expert knowledge; and
- j. The unlawful possession of a fully automatic Glock pistol, including a fully automatic Glock pistol assembled from a semiautomatic Glock pistol and a switch, is a state offense.

282. Through its advertising, marketing, promoting, offering for sale, and selling Glock pistols, Glock represents, directly or indirectly, expressly or by implication, that Glock semiautomatic handguns are “simple” and “easy” to modify, are safe, embody perfection, and/or are the standard for safety in handgun manufacturing. Glock also misrepresents that it makes communities a safer place, takes action to keep guns out of the wrong hands, and is committed to firearm safety.

283. In doing so, Glock misleads, deceives, and confuses Pennsylvania consumers (or has the tendency to confuse or mislead) and mispresents:

- a. That consumers should purchase Glock handguns because they are easy to customize with aftermarket accessories like switches;
- b. The safety of the design, engineering, and/or manufacture of Glock pistols;
- c. That Glock pistols are the industry leader in safety;
- d. That Glock is committed to making communities safer;
- e. That Glock is working to keep guns out of the wrong hands;
- f. That Glock is helping to reduce gun violence;
- g. That Glock is committed to gun safety; and

- h. That Glock could not change the design of Glock pistols to make it more difficult to transform Glock pistols into machine guns.

Glock also failed to disclose that Glock pistols can endanger the health and safety of Philadelphia consumers and their communities.

284. All of these misleading representations and omissions contain information that was, or would be, important to a consumer's purchasing decision. Accordingly, a civilian consumer is highly likely to develop a deceptive or misleading net impression: that it is always legal to acquire fully automatic machine guns, including through converting semiautomatic pistols into fully automatic weapons, that Glock's semiautomatic handguns are safe, and/or conversion of Glock's semiautomatic handguns via the use of Glock switches is safe.

285. Glock directs these misleading representations and omissions to boys and young men, which is an audience particularly vulnerable to misrepresentations, omissions, and deceptive advertising from the gun industry.

286. These representations and omissions in Glock's advertising, marketing, and promotions, and as further described elsewhere in the Complaint, constitute fraudulent and deceptive conduct and are likely to mislead consumers acting reasonably under the circumstances.

287. Additionally, Glock's knowing practice of manufacturing, selling, and/or marketing fully automatic handguns to civilians who are prohibited from legally possessing them, without any acknowledgment of this illegality, and knowing practice of marketing semiautomatic pistols that are easily converted into machine guns as "simple" and "easy" to modify and "safe," offends public policy established by Pennsylvania law prohibiting machine guns, including 18 P.S. § 908(a), is immoral, unethical, oppressive, and unscrupulous, and causes substantial injury to consumers.

288. By advertising, promoting, and/or marketing fully automatic handguns to civilians, Glock knowingly fuels an illegal market for fully automatic machine guns and encourages civilians to purchase a Glock semiautomatic handgun to convert to an automatic weapon with a switch. Glock semiautomatic pistols are regularly purchased by Philadelphia residents with the desire or intention to convert them to fully automatic weapons.

289. Glock is aware that it would sell fewer semiautomatic pistols if it did not market its semiautomatic pistols as simple and easy to modify and safe, and if it did not fuel the illegal market for fully automatic handguns through its advertising, marketing, and promotions. Substantial numbers of illegally modified Glock pistols have been recovered in criminal investigations, but despite knowledge of these reports, Glock has continued to market, advertise, and promote fully automatic handguns to civilians who are not legally able to possess these weapons, and has continued to market its semiautomatic pistols as simple and easy to modify and safe. Glock does so because it knows that the demand it sows for fully automatic weapons, and thus for converting legal semiautomatic weapons into machine guns with switches, boosts Glock's sales for and profits from semiautomatic handguns. Glock knows that consumers feel assured in buying these semiautomatic handguns when Glock tells them they are safe. Glock has known for years that those who seek to convert its handguns with Glock switches machine guns, are a substantial source of demand and therefore revenue for Glock. And Glock's marketing contributes to the allure of machine guns being "cool" for teenagers and young men to own.

290. Glock exploits its marketing and advertising apparatus to promote and glorify the use and possession of fully automatic Glock pistols, and dangerously trivializes machine guns and the use of switches to modify semiautomatic Glocks. Despite being aware that its promotions, advertisements, and marketing drive purchases of automatic weapons drive purchases of switches

and semiautomatic pistols for conversion and potential use in violent crimes, Glock prioritizes its profit margins over public safety.

291. In doing so, Glock betrays its longstanding partnership with the City and the PPD, which has always been premised on a joint commitment to safely and reliably equipping the City's police officers to protect themselves and the public.

292. Glock's decision to target boys and young men with its promotions, advertisements, and marketing, a population vulnerable to deceptive advertisements from the gun industry, further demonstrates Glock's marketing and promotions are immoral, unethical, oppressive, and unscrupulous.

293. Glock's advertising, marketing, and promotions pose unwarranted health and safety risks to Philadelphia communities. Indeed, Glock's unlawful conduct has so severely impacted public health that it is commonly referred to as a crisis. Glock's promotion of fully automatic weapons has contributed to deaths, serious injuries, and a severe disruption of public health and safety. Glock's conduct is ongoing and it is producing long-lasting damage to families and communities across Philadelphia.

294. Each instance of Glock's unlawful conduct constitutes a separate violation of the PCPO, as provided in Section 9-6302(3).

PRAYER FOR RELIEF

Wherefore, Plaintiffs demand judgment on each Cause of Action against Glock in excess of \$50,000, jointly and severally, awarding Plaintiffs:

- i. Civil penalties for each and every violation, as provided in the UTPCPL Section 201-8(a) and PCPO Sections 9-6302(3) and 9-6304(2), as applicable;

- ii. Compensatory damages, as provided for in PCPO Section 9-6304(3), in an amount sufficient to fairly and completely compensate Philadelphia for all damages, costs, losses, and injuries caused by Glock's unlawful acts;
- iii. A declaratory judgment enjoining Glock from its unlawful, unfair, confusing, and deceptive marketing practices;
- iv. Equitable relief, including, *inter alia*, requiring Glock to issue clear and conspicuous warnings and disclaimers regarding the availability and lawful purchase restrictions on fully automatic Glock pistols and switches in all advertising and marketing within, or directed to, the Commonwealth of Pennsylvania, City of Philadelphia, and residents therein;
- v. Interest, costs, delay damages, and attorneys' fees; and
- vi. Such other and further relief as this Court deems just and proper.

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