

WWJD Lawsuit Dropped

✖ A Minnesota couple has dropped its class action lawsuit against a Christian-owned collection agency that used the acronym “WWJD” in its business correspondence.

Mark and Sara Neill on Tuesday dropped the lawsuit they filed against Minnesota-based Bullseye Collection Agency in November after receiving letters to recover an \$88 debt.

The couple claimed Bullseye harassed and oppressed them by using the phrase that typically stands for “What Would Jesus Do” in their correspondence. They argued that the acronym condemned debtors as sinners and thus violated the federal Debt Collection Practices Act, which prohibits abusive or harassing collection tactics.

After learning that Mark Neill is president of the Bureau of Collection Recovery, a large competitor, attorneys from Liberty Counsel, which represented Bullseye, filed counterclaims arguing that the Neills were suing to silence a rival business.

Both sides agreed to dismiss the lawsuit with prejudice, which means the couple cannot file the complaint again. Bullseye will continue using WWJD in its correspondence.

“It’s business as usual for Bullseye,”