


<p>California Department of Justice DIVISION OF LAW ENFORCEMENT Stephen Woolery, Chief</p> 	<h1>INFORMATION BULLETIN</h1>	
<p><i>Subject:</i></p> <p>Notice Regarding Permanent Injunction Enjoining Enforcement of All Provisions of California Business & Professions Code Section 22949.80 – Update to Information Bulletin 2025-DLE-15</p>	<p><i>No.</i></p> <p>2026-DLE-09</p>	<p><i>Contact for information:</i></p> <p>Gabrielle Boutin Deputy Attorney General Government Law Section gabrielle.boutin@doj.ca.gov</p>
	<p><i>Date:</i></p> <p>04/21/2026</p>	

TO: ALL DISTRICT ATTORNEYS, COUNTY COUNSELS, AND CITY ATTORNEYS IN THE STATE OF CALIFORNIA

This bulletin is an update to Information Bulletin 2025-DLE-15, dated November 17, 2025.

On March 17, 2026, the United States District Court for the Central District of California issued a permanent injunction in the case of *Junior Sports Magazines Inc., et al. v. Bonta*, No. 2:22-cv-04663-CAS (JCx).

The permanent injunction, which is part of the final judgment in the case, enjoins the enforcement of all provisions of California Business and Professions Code section 22949.80, which concerns firearms marketing related to minors. Earlier in this case, separate preliminary injunctions were issued enjoining section 22949.80. See Information Bulletins 2024-DLE-06, 2025-DLE-15.

The court order issuing the permanent injunction directed the Attorney General to notify all District Attorneys, County Counsels, and City Attorneys that enforcement of 22949.80 has been permanently enjoined in its entirety.

The complete court order and judgment is attached hereto as “Attachment 1.”

The complete text of California Business and Professions Code section 22949.80 is attached hereto as “Attachment 2.”

Attachment 1

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IN THE UNITED STATES DISTRICT COURT
FOR THE CENTRAL DISTRICT OF CALIFORNIA

**JUNIOR SPORTS MAGAZINES
INC. et al.,**

Plaintiffs,

v.

**ROB BONTA, in his official capacity
as Attorney General of the State of
California et al.,**

Defendants.

2:22-cv-04663-CAS-JCx

**ORDER, FINAL JUDGMENT, AND
PERMANENT INJUNCTION**

Judge: Hon. Christina A. Snyder
Trial Date: None set
Action Filed: July 8, 2022

The Court having considered the parties’ Stipulation for Entry of Order, Final Judgment, and Permanent Injunction (“Stipulation”) and finding good cause,

IT IS HEREBY ORDERED as follows:

I. DEFINITIONS

For purposes of this Order, the following definitions apply:

1. “Section 22949.80” means section 22949.80 of the California Business and Professions Code.
2. “Plaintiffs” means Plaintiffs Junior Sports Magazines Inc., Raymond Brown, California Youth Shooting Sports Association, Inc., Redlands California

1 Youth Clay Shooting Sports, Inc., California Rifle & Pistol Association,
2 Incorporated, The CRPA Foundation, Gun Owners of California, Inc., and Second
3 Amendment Foundation, and each of their successors and assigns.

4 3. “Defendant” means Defendant Rob Bonta, in his official capacity as
5 Attorney General of the State of California, his successors in office, and each of
6 their agents acting within the scope of their official duties.

7 4. “Complaint” means the Complaint for Declaratory & Injunctive Relief
8 filed in this action on July 8, 2022, ECF No. 1.

9 II. JUDGMENT

10 Judgment is hereby entered in favor of Plaintiffs and against Defendant on the
11 Second Cause of Action in the Complaint, “Violation of Right to Commercial
12 Speech Under U.S. Const., amend. I.” ECF No. 1 at 32. The Court dismisses the
13 remaining claims with prejudice.

14 III. JUDICIAL DECLARATION

15 **IT IS HEREBY DECLARED** that Section 22949.80, in its entirety, violates
16 the First Amendment of the United States Constitution on its face and as applied to
17 Plaintiffs.

18 IV. PERMANENT INJUNCTION

19 **IT IS HEREBY ORDERED** that Defendant shall be permanently enjoined
20 from enforcing section 22949.80. The Attorney General is further directed to issue
21 an alert through an information bulletin or other ordinary communications notifying
22 all District Attorneys, County Counsels, and City Attorneys in California that
23 enforcement of Section 22949.80 has been permanently enjoined in its entirety.

24 V. OTHER ORDERS

25 **IT IS ORDERED** that this Court shall retain jurisdiction of this matter for the
26 purpose of enforcing this Order, Final Judgment, and Permanent Injunction.

27 **IT IS ORDERED** that Plaintiffs shall recover from Defendant the amount of
28 \$900,000 in full compensation for the attorneys’ fees and costs incurred by

1 Plaintiffs in connection with this action and the related appeals. This award is
2 subject to the following terms, to which the Parties have agreed and stipulated:

3 1. Payment shall be made as follows:

4 A. The amount of \$550,000 shall be paid the law firm of Michel &
5 Associates, P.C., for representation of Junior Sports Magazines Inc.,
6 Raymond Brown, California Youth Shooting Sports Association, Inc.,
7 Redlands California Youth Clay Shooting Sports, Inc., California Rifle
8 & Pistol Association, Incorporated, The CRPA Foundation, and Gun
9 Owners of California, Inc.

10 B. The amount of \$350,000 shall be paid to the Law Offices of
11 Donald Kilmer, A Professional Corporation, for representation of the
12 Second Amendment Foundation.

13 2. Post-judgment interest on the attorneys' fees and costs is stayed and
14 abated if paid within 270 days of this Judgment. Post-judgment interest shall then
15 begin to accrue on day 271 at a rate of three-and-a-half percent (3.5%), shall be
16 computed daily to the date of payment, and shall be compounded annually.

17 3. The date of payment is contingent upon certification of availability of
18 funds, the approval of the Director of the Department of Finance and is subject to
19 appropriation by the Legislature.

20 4. Defendant shall keep Plaintiffs apprised of the progress of any bill (if
21 necessary), and to act in good faith to facilitate its enactment as soon as practicable.

22 5. If Defendant fails to pay the agreed upon amount on or before 270 days
23 from the date of judgment, Plaintiffs retain the right to seek additional attorneys'
24 fees, costs, and interest by noticed motion seeking more than the agreed-upon
25 amount, and the Court retains jurisdiction to decide such a motion.

26 6. In the event Plaintiffs are required to seek enforcement of this part of the
27 judgment, Defendant will not oppose the request for the amounts set out above, and
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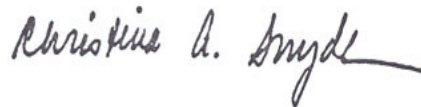
1 Plaintiffs will not need to submit an affidavit or other evidence to the Court in
2 support of this original award for fees and costs, as would otherwise be required.

3 **IT IS ORDERED** that all other relief sought in Complaint is denied.

4 FINAL JUDGMENT IS ENTERED pursuant to the terms of this Order.

5 **IT IS SO ORDERED.**

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7 Dated: March 17, 2026



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HON. CHRISTINA A. SNYDER
UNITED STATES DISTRICT JUDGE

Attachment 2



Code:

Section:



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BUSINESS AND PROFESSIONS CODE - BPC

DIVISION 8. SPECIAL BUSINESS REGULATIONS [18400 - 22949.92.2] (*Division 8 added by Stats. 1941, Ch. 44.*)

CHAPTER 39. Marketing Firearms to Minors [22949.80- 22949.80.] (*Chapter 39 added by Stats. 2022, Ch. 77, Sec. 2.*)

22949.80. (a) (1) A firearm industry member shall not advertise, market, or arrange for placement of an advertising or marketing communication offering or promoting any firearm-related product in a manner that is designed, intended, or reasonably appears to be attractive to minors.

(2) In determining whether marketing or advertising of a firearm-related product is attractive to minors, as described in paragraph (1), a court shall consider the totality of the circumstances, including, but not limited to, whether the marketing or advertising:

(A) Uses caricatures that reasonably appear to be minors or cartoon characters to promote firearm-related products.

(B) Offers brand name merchandise for minors, including, but not limited to, hats, t-shirts, or other clothing, or toys, games, or stuffed animals, that promotes a firearm industry member or firearm-related product.

(C) Offers firearm-related products in sizes, colors, or designs that are specifically designed to be used by, or appeal to, minors.

(D) Is part of a marketing or advertising campaign designed with the intent to appeal to minors.

(E) Uses images or depictions of minors in advertising and marketing materials to depict the use of firearm-related products.

(F) Is placed in a publication created for the purpose of reaching an audience that is predominately composed of minors and not intended for a more general audience composed of adults.

(3) This subdivision does not apply to a communication offering or promoting any firearm safety program, hunting safety or promotional program, firearm instructional course, sport shooting event or competition, or any similar program, course, or event, nor does it apply to a communication offering or promoting membership in any organization, or promotion of lawful hunting activity, including, but not limited to, any fundraising event, youth hunting program, or outdoor camp.

(b) A firearm industry member publishing material directed to minors in this state or who has actual knowledge that a minor in this state is using or receiving its material, shall not knowingly use, disclose, compile, or allow a third party to use, disclose, or compile, the personal information of that minor with actual knowledge that the use, disclosure, or compilation is for the purpose of marketing or advertising to that minor any firearm-related product.

(c) As used in this chapter:

(1) "Ammunition" has the same meaning as provided in subdivision (b) of Section 16150 of the Penal Code.

(2) "Firearm" has the same meaning as provided in subdivisions (a) and (b) of Section 16520 of the Penal Code.

(3) "Firearm accessory" means an attachment or device designed or adapted to be inserted into, affixed onto, or used in conjunction with, a firearm which is designed, intended, or functions to alter or enhance the firing capabilities of a firearm, the lethality of the firearm, or a shooter's ability to hold, carry, or use a firearm.

(4) "Firearm industry member" means any of the following:

(A) A person, firm, corporation, company, partnership, society, joint stock company, or any other entity or association engaged in the manufacture, distribution, importation, marketing, wholesale, or retail sale of firearm-related products.

(B) A person, firm, corporation, company, partnership, society, joint stock company, or any other entity or association formed for the express purpose of promoting, encouraging, or advocating for the purchase, use, or ownership of firearm-related products that does one of the following:

(i) Advertises firearm-related products.

(ii) Advertises events where firearm-related products are sold or used.

(iii) Endorses specific firearm-related products.

(iv) Sponsors or otherwise promotes events at which firearm-related products are sold or used.

(5) "Firearm-related product" means a firearm, ammunition, reloaded ammunition, a firearm precursor part, a firearm component, or a firearm accessory that meets any of the following conditions:

(A) The item is sold, made, or distributed in California.

(B) The item is intended to be sold or distributed in California.

(C) It is reasonably foreseeable that the item would be sold or possessed in California.

(D) Marketing or advertising for the item is directed to residents of California.

(6) "Marketing or advertising" means, in exchange for monetary compensation, to make a communication to one or more individuals, or to arrange for the dissemination to the public of a communication, about a product, the primary purpose of which is to encourage recipients of the communication to engage in a commercial transaction.

(7) "Minor" means a natural person under 18 years of age who resides in this state.

(d) This section shall not be construed to require or authorize a firearm industry member to collect or retain age information about users or subscribers of products or services offered.

(e) (1) Any person who violates any provision of this chapter shall be liable for a civil penalty not to exceed twenty-five thousand dollars (\$25,000) for each violation, which shall be assessed and recovered in a civil action brought in the name of the people of the State of California by the Attorney General or by any district attorney, county counsel, or city attorney in any court of competent jurisdiction.

(2) The court shall impose a civil penalty under paragraph (1) for each violation of this chapter. In assessing the amount of the civil penalty, the court shall consider any one or more of the relevant circumstances presented by any of the parties to the case, including, but not limited to, the nature and seriousness of the misconduct, the number of violations, the persistence of the misconduct, the length of time over which the misconduct occurred, the willfulness of the defendant's misconduct, and the defendant's assets, liabilities, and net worth.

(3) A person harmed by a violation of this section may commence a civil action to recover their actual damages.

(4) The court shall also order injunctive relief, including a permanent or temporary injunction, restraining order, or other order against the person or persons responsible for the conduct, as the court deems necessary to prevent the harm described in this section.

(5) Upon a motion, a court shall award reasonable attorney's fees and costs, including expert witness fees and other litigation expenses, to a plaintiff who is a prevailing party in an action brought pursuant to this section.

(6) Each copy or republication of marketing or advertising prohibited by this section shall be deemed a separate violation.

(f) The provisions of this section are severable. If any portion, subdivision, paragraph, clause, sentence, phrase, word, or application of this section is for any reason held to be invalid by any court of competent jurisdiction, that decision shall not affect the validity of the remaining portions of this chapter. The Legislature hereby declares that it would have adopted this section and each and every portion, subdivision, paragraph, clause, sentence, phrase, word, and application not declared invalid or unconstitutional without regard to whether any other portion of this section or application thereof would be subsequently declared invalid.

(Amended by Stats. 2022, Ch. 771, Sec. 1. (AB 160) Effective September 29, 2022.)