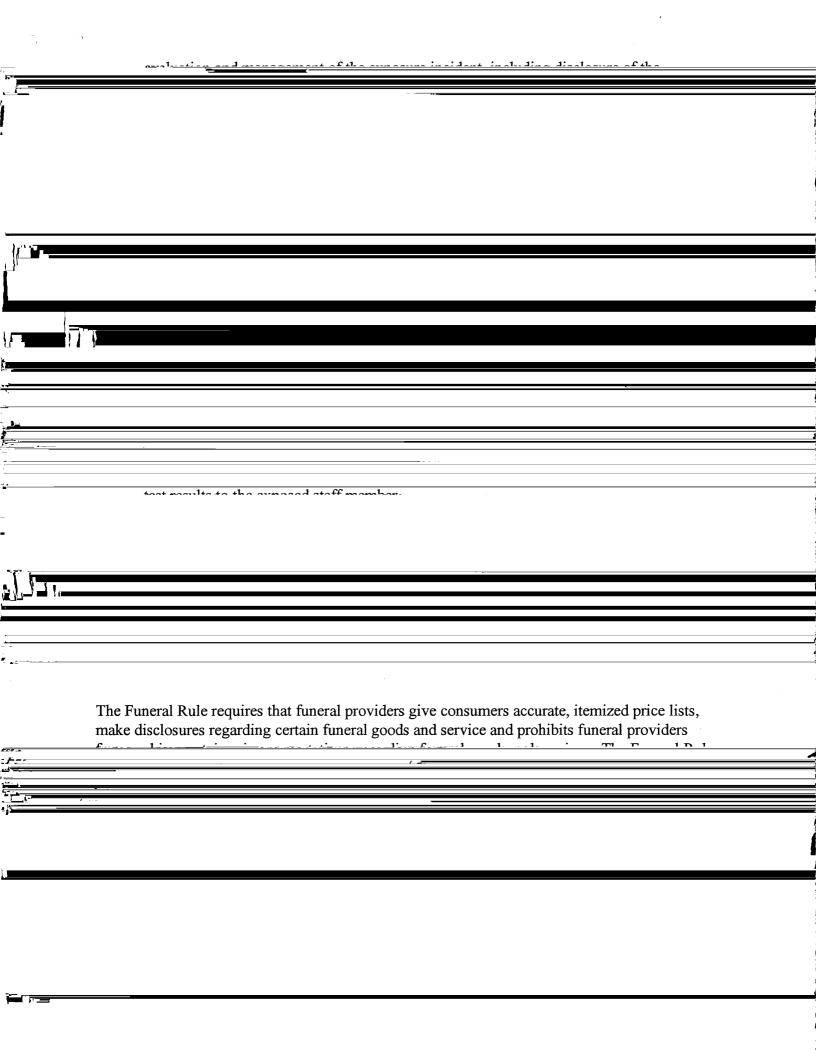
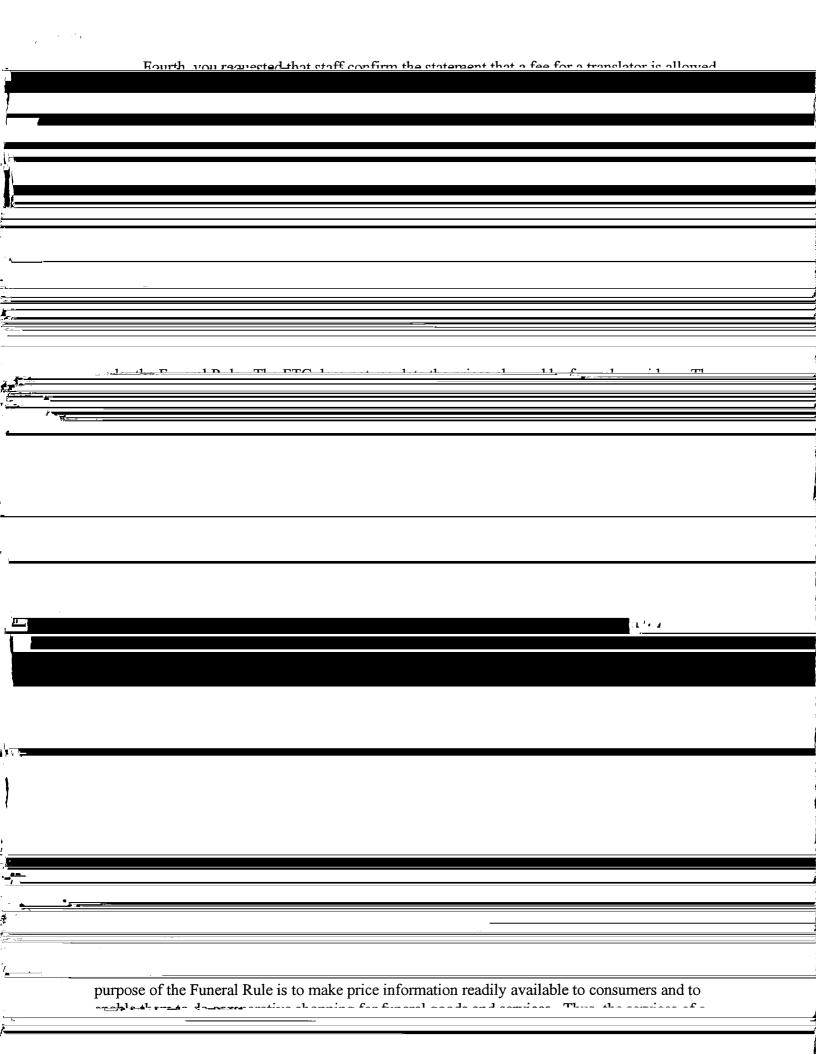


Division of Marketing Practices

Laurie Meehan Attorney







UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION

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Division of Marketing Practices		

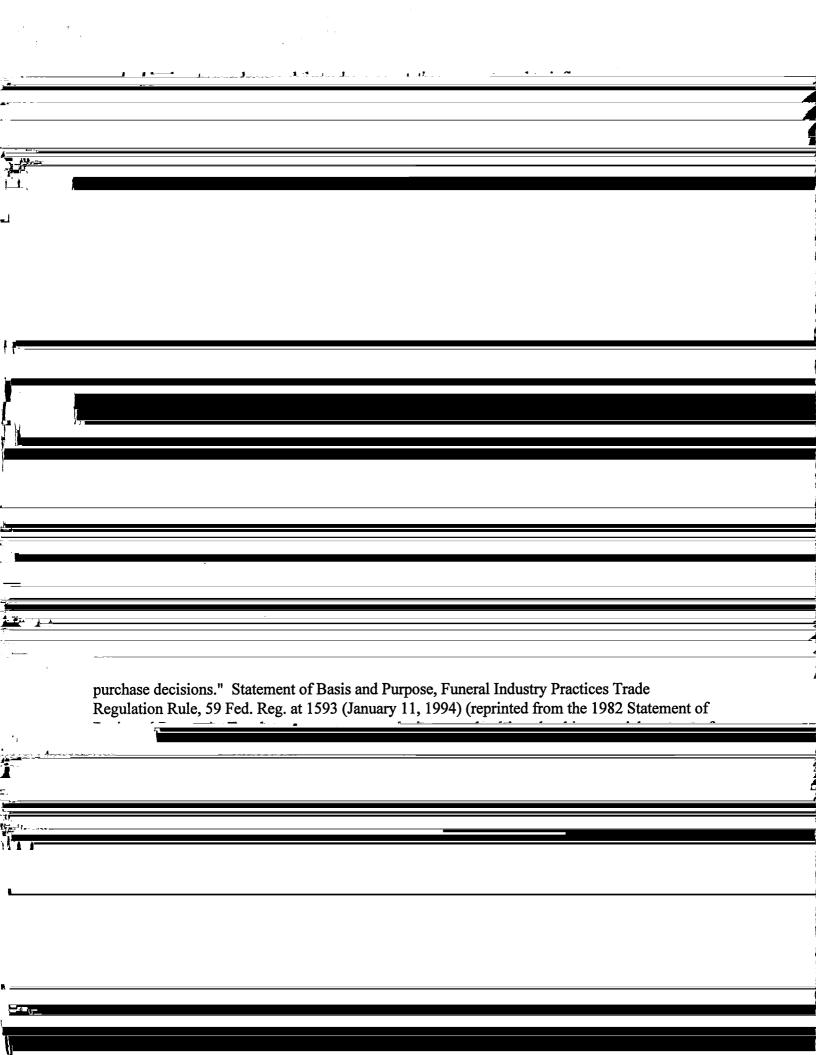
Laurie Meehan Attorney

Direct Dial 202-326-3755

December 5, 1996

H. Stephen Harris, Jr.
Alston & Bird
One Atlantic Center
1201 Peachtree Street
Atlanta Georgia 30309-3424

I am writing in response to your request that Federal Trade Commission ("FTC" or "Commission") staff review your client's proposed business plan as it relates to the FTC's Funeral Rule, 16 C.F.R. Part 453. Specifically, you asked for a staff opinion addressing the following issues:¹



(g) where requested by the consumer, to provide various services at the time of death, including contacting the selected funeral director, informing the funeral director of the selections made by the decedent, making other arrangements such as travel arrangements, flower delivery, lunches and lodging;

	Uthough soused afthe meanand offerings of your client may be within the definition of "functed
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	services" under the Funeral Rule, nothing in your correspondence indicates that your client will

