UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION

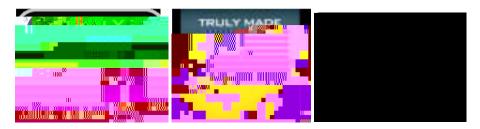
COMMISSIONERS:	Julie Brill Maureen K. Ohlhausen Joshua D. Wright	
In the Matter of)	
E.K. Ekcessories, Inc., a corporation)	Docket No.

COMPLAINT

The Federal Trade Commission, having opens believe that E.K. Ekcessories, Inc. ("Respondent"), a corporation, has vaited the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent E.K. Ekcessories, Inc. ("EK")ais Jtah corporation with its principal office or place of business at 575

A. "Truly Made in the USA";



(Exhibit A, iBob product packagin@xhibit B, iCat Hang It product packaging; Exhibit C, www.ekusa.com homepage)

B. "For 28 years E.K. Ekcessories has been producing superior quality made accessories in our 60,000 sq. ft facility in Logan, Utah";

(Exhibit C, www.ekusa.com homepage).

C. "[O]ur source of pride and satisfam abounds from a true 'Made in USA' product."

(Exhibit D, EK Product Catalogue).

D. "Made in the USA"

(Exhibit D, EK Product Catalogue; Exhibit E, www.ekusa.com product pages; Exhibit F, "News" section of www.ekusa.com).

- 6. In numerous instances, including but **irrol**ited to the promotional materials shown in Exhibits A-F, Respondent has expented that its products are made in the USA.
- 7. In reality, Respondent's products not all made in the USA.

COUNT I (False or Misleading Representation)

- 8. Through the means described in Paralogs and 6, Respondent has represented, expressly or by implication, thetach of its products is all or virtually all made in the United States.
- 9. In truth and in fact, in numerousstances, Respondent's products were made outside the United States. Theore, the representation set forth in Paragraph 8 is false or misleading.

COUNT II (Unsubstantiated Representation)

- 10. Through the means described in Paralgs 5 and 6, in numerous instances, Respondent has represented, expressly in blycation, that it possessed and relied upon a reasonable basis that substantiate determinates of the properties of the properties
- 11. In truth and in fact, Respondent did possess and rely upon a reasonable basis that substantiated the representation are representation was made. Theref, the representation settfoin Paragraph 10 is false or misleading.

COUNT III (Means and Instrumentalities)

12. Respondent has distributed the promotionaterials described in Paragraphs 5 and 6 to third-party retaile for use in the marketing and safe Respondent's products. In so doing, Respondent has provided the meads instrumentalities to these third-party retailers for the commission deceptive acts or practices.

VIOLATION OF SECTION 5

unfair	The acts and practices of Respondentalleged in this Complaint, constitute or deceptive acts or practices in the ating commerce in vialtion of Section 5(a) Federal Trade Commission Act.
2013,	THEREFORE, the Federal Trade Commission, this day ofhas issued this Commission Respondent.
	By the Commission.
SEAL	Donald S. Clark Secretary