



**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: Jon Leibowitz, Chairman
William E. Kovacic
J. Thomas Rosch
Edith Ramirez
Julie Brill

PUBLIC

RESPONDENT'S APPEAL BRIEF

Counsel for Respondent:

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SUBJECT INDEX

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A musical score consisting of seven staves. The notation includes various note values, rests, and bar lines. The staves are numbered 6, 4, 4, 4, 4, 4, and 44 at the end of each line. The notation is dense and appears to be a complex piece of music.

Federal Statutes

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State Statutes

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State Attorneys General Opinions

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Other Authorities

Competition and Consumer Protection:
Strange Bedfellows or Best Friends?

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How N.C.'s Budget Troubles Stack Up

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the State Board's role as a state agency. The State Board is a state agency because it is an entity created by the state and it performs a public function. The State Board is a state agency because it is an entity created by the state and it performs a public function.

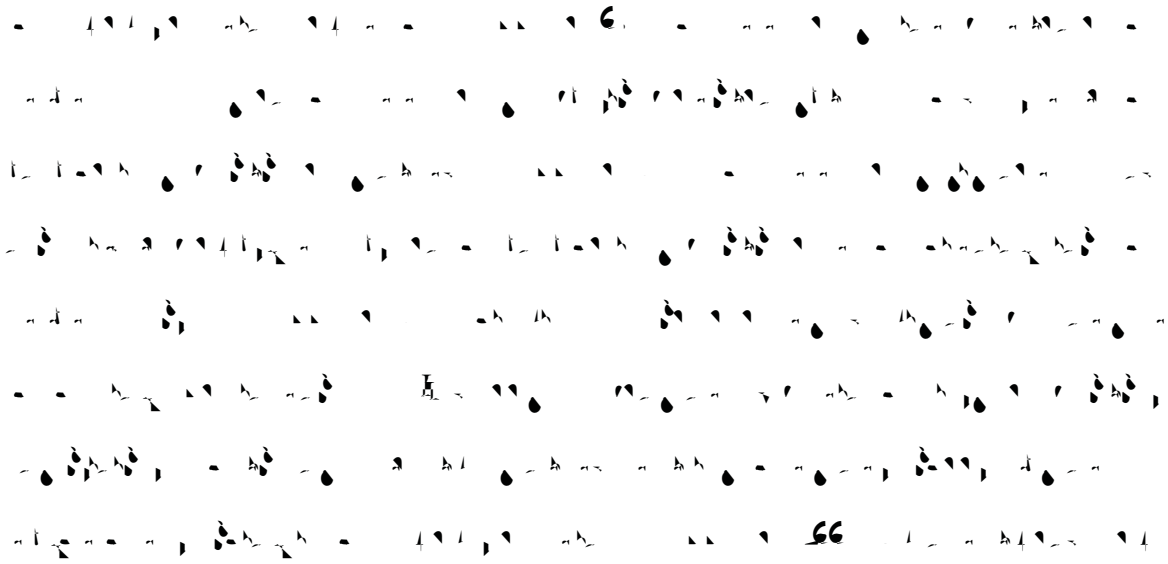
1. The State Board's Role as a State Agency.

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2. The State Board's Investigative Activities.

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Handwritten musical notation on a single staff, featuring a treble clef and a key signature of one flat (B-flat). The notation includes various note values, rests, and dynamic markings.

Handwritten musical notation on a single staff, continuing the piece with similar note values and rests.

Handwritten musical notation on a single staff, showing a continuation of the melodic line.

Handwritten musical notation on a single staff, featuring a more complex rhythmic pattern with many sixteenth notes.

Handwritten musical notation on a single staff, ending with a double bar line and repeat dots.

Handwritten musical notation on a single staff, starting with a double bar line and repeat dots, followed by a new melodic phrase.

Handwritten musical notation on a system of five staves. The first staff begins with a treble clef and a key signature of one flat. The notation is dense, with many sixteenth and thirty-second notes.

Handwritten musical notation on a system of three staves, continuing the piece with various note values and rests.

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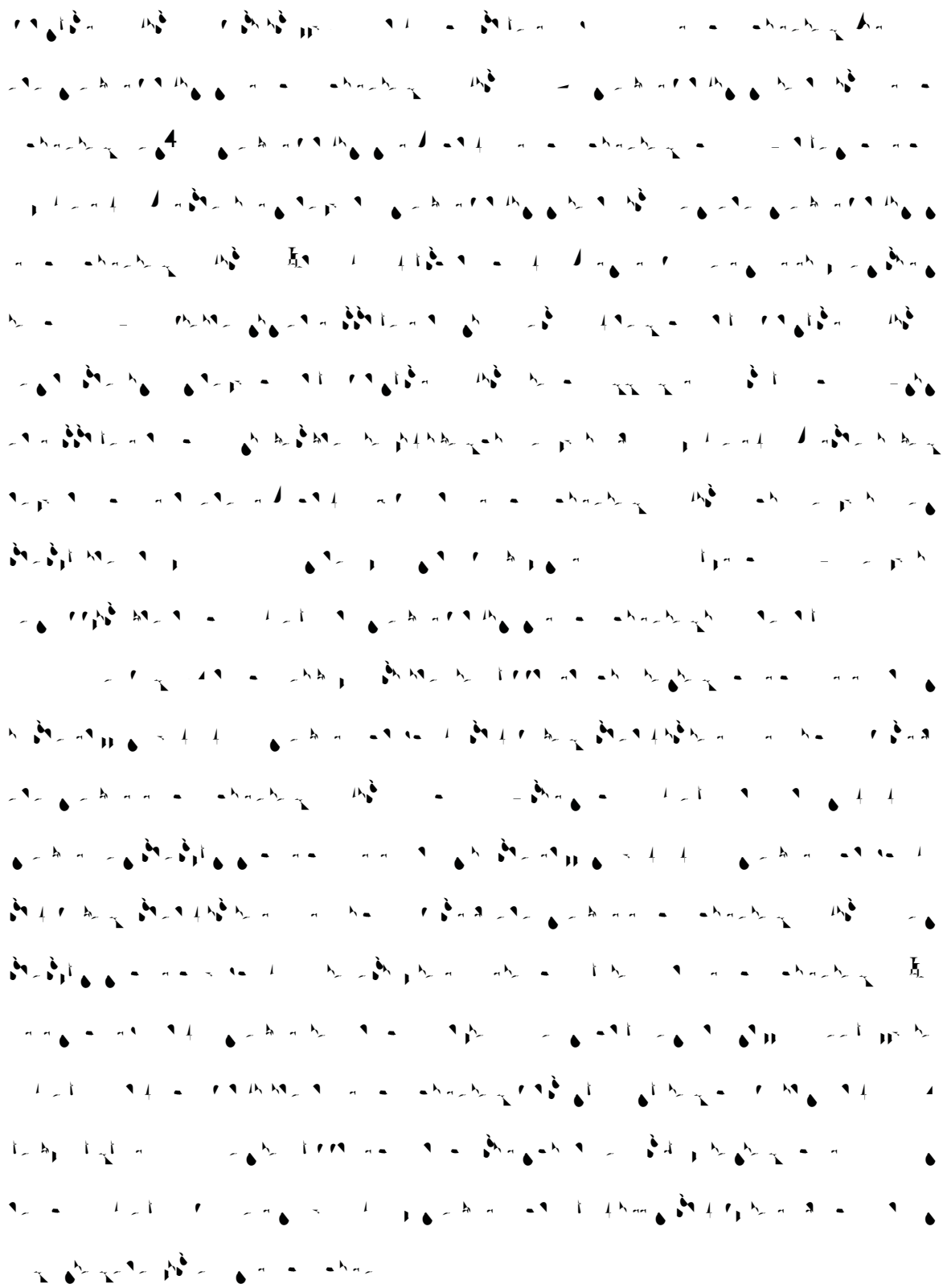
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The first system of music consists of six staves. The notation includes various rhythmic values such as eighth and sixteenth notes, as well as rests. The music is written in a standard staff format with a treble clef.

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The second system of music consists of five staves. It continues the musical piece with similar notation to the first system. There are some large black triangular marks on the first two staves, possibly indicating a correction or a specific performance instruction.

The third system of music consists of six staves. It continues the musical piece with similar notation to the previous systems. The notation includes various rhythmic values and rests.

... many of them do not administer

any in-office teeth whitening at all

Dr. Allen

Dr. Burnham

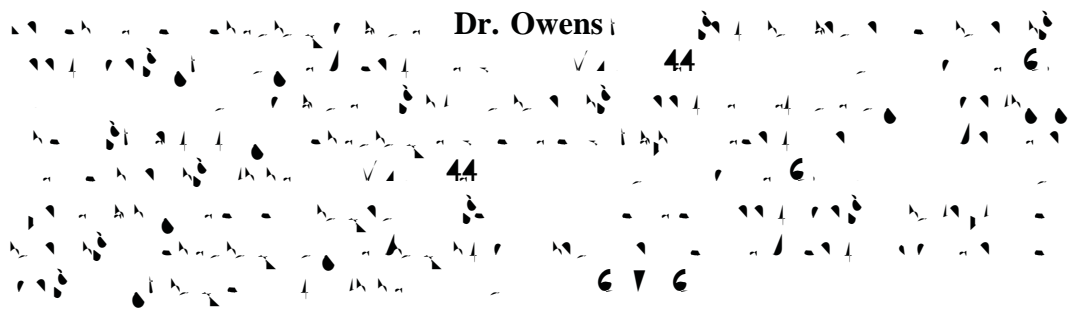
Dr. Feingold

Dr. Hardesty

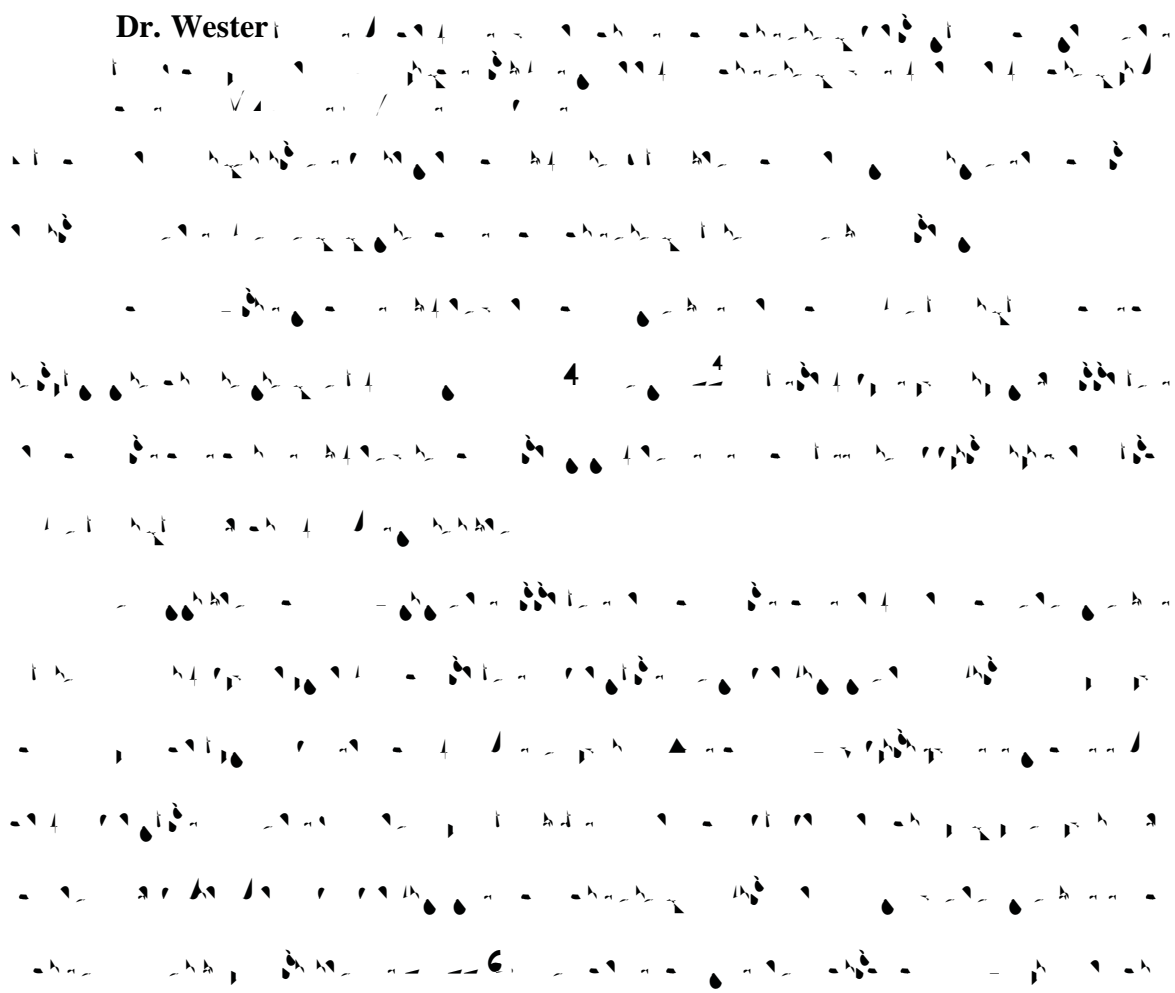
Dr. Morgan.



Dr. Owens



Dr. Wester





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▼ Nowhere in Dr. Baumer's cited testimony does he define the Board members interest as a "nontrivial financial interest."

6. Reliance on Dr. Giniger's Testimony Without Proper Foundation.

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7. Other Inaccuracies in the Administrative Law Judge's Findings.

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The first part of the document discusses the importance of maintaining accurate records of all transactions. This is particularly crucial for businesses that operate in highly regulated industries. The document outlines the various methods used to collect and analyze data, including the use of advanced software and manual audits. It emphasizes the need for transparency and accountability in all financial reporting.

The second part of the document focuses on the implementation of internal controls to prevent fraud and mismanagement. It provides a detailed overview of the risk assessment process and the development of effective control measures. The document also discusses the role of the audit committee in overseeing the internal control system and ensuring its effectiveness.

The third part of the document addresses the challenges faced by organizations in the digital age. It explores the impact of technology on financial reporting and the need for continuous improvement in data management practices. The document highlights the importance of cybersecurity and the protection of sensitive financial information.

The fourth part of the document discusses the role of external auditors in providing independent assurance on the financial statements. It outlines the standards and procedures that auditors must follow to ensure the reliability and accuracy of the financial information. The document also discusses the importance of communication and collaboration between management and auditors.

The fifth part of the document discusses the impact of international trade on financial reporting. It explores the challenges of dealing with different accounting standards and the need for harmonization. The document also discusses the role of international organizations in promoting transparency and accountability in global financial reporting.

The sixth part of the document discusses the importance of stakeholder communication in financial reporting. It outlines the various channels used to communicate financial information and the need for clear and concise reporting. The document also discusses the role of the media and the public in shaping the perception of financial reporting.

The seventh part of the document discusses the future of financial reporting in the digital age. It explores the potential of artificial intelligence and blockchain technology to revolutionize the way financial information is collected, analyzed, and reported. The document also discusses the need for regulatory updates to keep pace with technological advancements.

B. Summary of the Argument.

In conclusion, the document emphasizes the need for a comprehensive and integrated approach to financial reporting. This approach should encompass all aspects of the reporting process, from data collection and analysis to internal controls and external audits. By adopting best practices and staying abreast of technological advancements, organizations can ensure the reliability and accuracy of their financial reporting, thereby enhancing their credibility and transparency.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes the need for transparency and accountability in financial reporting. The text highlights the role of various stakeholders, including management, auditors, and regulatory bodies, in ensuring the integrity of the financial statements. It also mentions the challenges faced in the current economic environment and the need for innovative solutions to address these challenges.

2. The second part of the document focuses on the specific requirements for financial reporting. It details the various standards and guidelines that must be followed to ensure the reliability and comparability of financial data. This includes the use of appropriate accounting methods, the timely disclosure of material information, and the maintenance of proper internal controls. The text also discusses the importance of regular audits and the role of independent auditors in providing an objective assessment of the financial statements.

3. The third part of the document addresses the issue of financial risk management. It explains how companies can identify, measure, and manage various risks, such as credit risk, market risk, and operational risk. It provides practical advice on how to develop effective risk management strategies and how to integrate risk management into the overall business strategy. The text also discusses the importance of communication and reporting in risk management.

4. The fourth part of the document discusses the role of technology in financial reporting and risk management. It highlights the benefits of using advanced software and systems to streamline processes, improve data accuracy, and enhance transparency. It also mentions the challenges associated with technology adoption, such as data security and system integration, and provides suggestions for overcoming these challenges.

5. The fifth part of the document concludes with a summary of the key points discussed and offers final thoughts on the importance of maintaining high standards of financial reporting and risk management. It encourages companies to embrace a culture of transparency and accountability and to continuously improve their financial practices.

II. SPECIFICATION OF QUESTIONS INTENDED TO BE URGED

1. The first question is related to the accuracy and reliability of financial reporting. It asks for specific measures that can be taken to ensure that financial statements are free from material misstatements and errors. This includes the need for robust internal controls, regular audits, and the use of appropriate accounting methods.

2. The second question is related to the transparency and disclosure of financial information. It asks for ways to improve the quality and timeliness of financial reporting, including the disclosure of key financial metrics and the use of clear and concise language in financial statements.

3. The third question is related to the management of financial risks. It asks for strategies and tools that can be used to identify, measure, and manage various risks, such as credit risk, market risk, and operational risk. This includes the need for a comprehensive risk management framework and the integration of risk management into the overall business strategy.

4. The fourth question is related to the use of technology in financial reporting and risk management. It asks for the latest trends and best practices in the use of advanced software and systems to streamline processes and improve data accuracy. This includes the need for data security and system integration.

5. The fifth question is related to the overall financial health and performance of the company. It asks for key indicators and metrics that can be used to assess the company's financial performance and to identify areas for improvement. This includes the need for regular financial reviews and the use of benchmarking to compare performance against industry peers.

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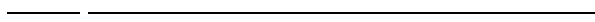
A. The Administrative Law Judge Did Not Have Jurisdiction to Hear the Instant Case.

1. The Administrative Law Judge Incorrectly Concluded that the State Board Is a “Person” Within the Meaning of the Federal Trade Commission Act.

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Handwritten musical notation on a staff. The notation includes various note values (quarter, eighth, and sixteenth notes), rests, and bar lines. The music is written in a single system across the staff.

Handwritten musical notation on a staff. The notation includes various note values, rests, and bar lines. A double bar line is present, followed by a key signature change to C major (indicated by a 'C' symbol). The notation continues with various note values and rests.



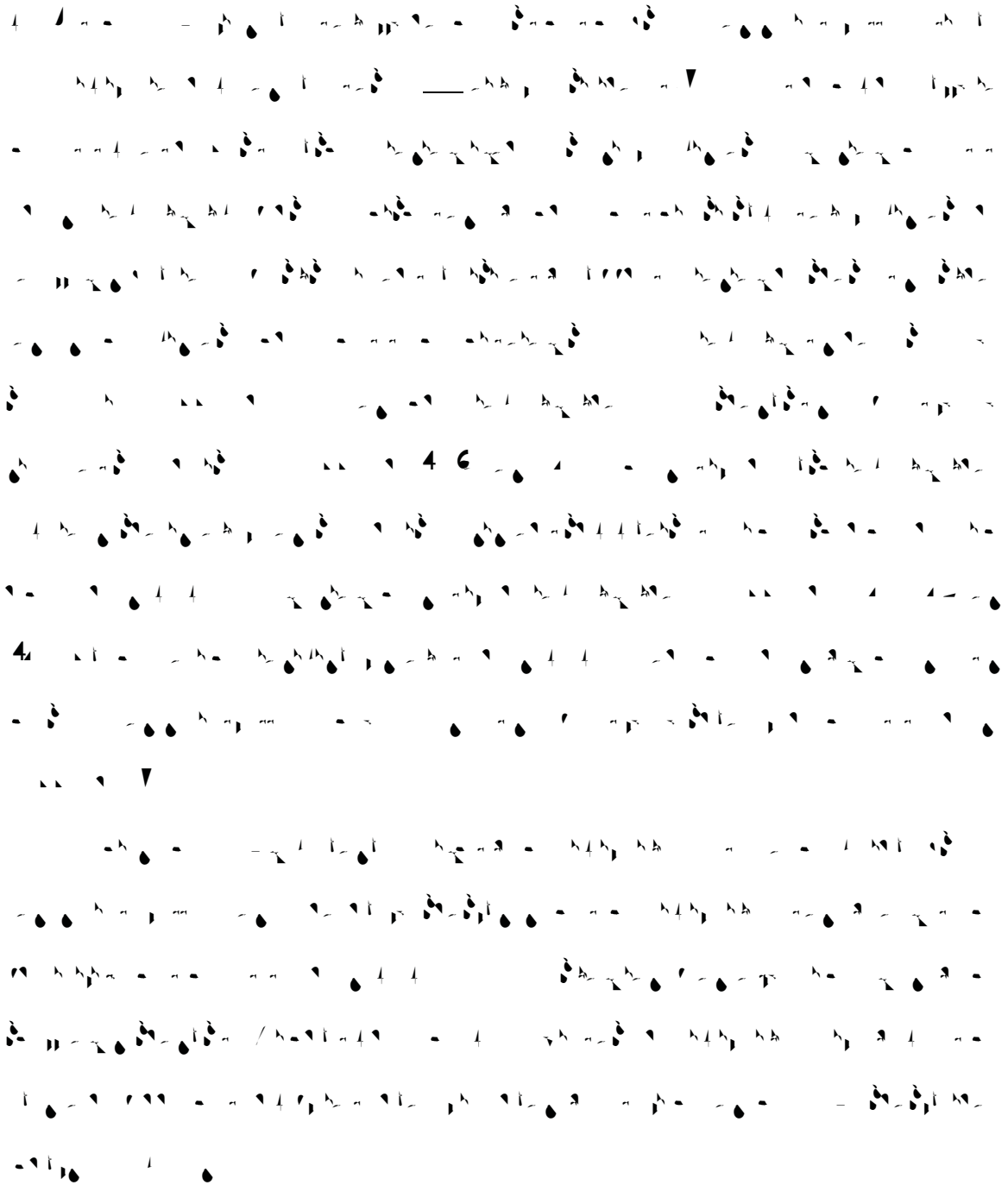
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1. The State Board Did Not Undertake a Contract, Combination, or Conspiracy to Restrain Trade.

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2. The Administrative Law Judge's Relevant Market for Teeth Whitening Services in North Carolina Conflicts with Evidence Presented on Teeth Whitening Services.

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A page of handwritten musical notation consisting of ten staves. The notation is dense and includes various musical symbols such as notes, rests, and bar lines. The first staff begins with a treble clef and a key signature of one flat. The notation is written in black ink on a white background. The staves are connected by a single horizontal line on the left side. The notation includes various note values, including quarter, eighth, and sixteenth notes, as well as rests and bar lines. The overall appearance is that of a handwritten musical score.

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Handwritten text at the top of the page, possibly a title or header, including a date and some illegible characters.

Main body of handwritten text, consisting of several lines of cursive script. The text is mostly illegible due to the quality of the scan and the cursive style.

Handwritten musical notation on a staff, consisting of a series of notes and rests.

Handwritten musical notation on a staff, consisting of a series of notes and rests.

Handwritten musical score on ten staves. The notation includes various note values (quarter, eighth, sixteenth notes), rests, and bar lines. Key markings include:

- Staff 1: $4/4$ time signature.
- Staff 2: $6/8$ time signature.
- Staff 3: $6/8$ time signature.
- Staff 4: $6/8$ time signature.
- Staff 5: $6/8$ time signature.
- Staff 6: $6/8$ time signature.
- Staff 7: $6/8$ time signature.
- Staff 8: $6/8$ time signature.
- Staff 9: $6/8$ time signature.
- Staff 10: $4/4$ time signature.

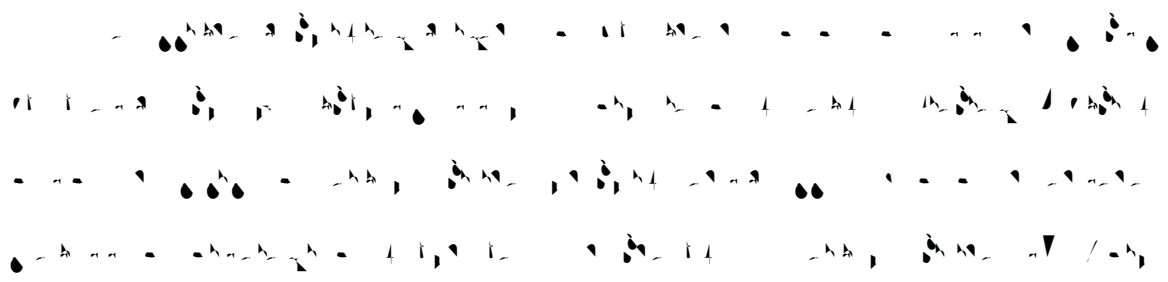
The word "per se" is written on the sixth staff. The score is densely packed with musical notation, including many beamed notes and rests.



1. The first part of the document discusses the importance of maintaining accurate records of all transactions. This is essential for ensuring the integrity of the financial statements and for providing a clear audit trail. The second part of the document outlines the various methods used to collect and analyze data, including interviews, focus groups, and surveys. The third part of the document describes the results of the research, highlighting the key findings and their implications for practice. The fourth part of the document discusses the limitations of the study and suggests areas for future research. The fifth part of the document provides a conclusion and a list of references.

This image displays a handwritten musical score on a page with ten staves. The notation is dense and includes various musical symbols such as notes, rests, and clefs. The first staff begins with a treble clef and a common time signature (C). The second staff features a 4/4 time signature. The notation is somewhat irregular, with some notes appearing to be written in a shorthand or shorthand style. The overall appearance is that of a personal or working manuscript rather than a formal printed score. The handwriting is in black ink on a white background.

A handwritten musical score consisting of ten staves. The notation is dense and includes various musical symbols such as notes, rests, and bar lines. The score is written in black ink on a white background. The notation is somewhat irregular and appears to be a personal or working draft. There are several measures with a '4' written above them, and some measures with a '6' written above them. The staves are connected by a single horizontal line, and there are some vertical lines indicating measure boundaries. The overall appearance is that of a complex, handwritten musical composition.



A page of handwritten musical notation consisting of ten staves. The notation is written in black ink on a white background. It features various musical symbols including notes, rests, stems, and beams. There are several horizontal lines drawn across the staves, likely indicating rests or specific melodic lines. The notation is dense and appears to be a complex piece of music, possibly a score for a string instrument or a vocal line. The handwriting is somewhat irregular, suggesting it was written by hand. The overall layout is vertical, with the staves stacked from top to bottom.



**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

**COMMISSIONERS: Jon Leibowitz, Chairman
 William E. Kovacic
 J. Thomas Rosch
 Edith Ramirez**

ch = 4 = 9 = 12 = 15

1 2 3 4 5 6 7 8 9 10 11 12

1 2 3 4 5 6 7 8 9 10 11 12

A musical score for a string quartet. It consists of five staves. The top staff is a single line with black notes. The bottom four staves are grouped together and colored blue, each containing blue notes. The notes are arranged in a complex, multi-measure pattern across the staves.

CERTIFICATE OF SERVICE

1. I, the undersigned, am a duly qualified and licensed member of the Bar of the State of New York, and I am duly admitted to practice law in the State of New York.

2. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

3. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

4. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

5. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

6. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

7. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

8. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

9. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

10. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.

11. I have read the foregoing Certificate of Service, and I hereby certify that the same is true and correct to the best of my knowledge and belief.



Handwritten text, possibly a signature or date, with a blue horizontal line below.

Handwritten signature and date '10/11/2018' with a blue horizontal line below.

CERTIFICATION FOR ELECTRONIC FILING

Handwritten text, possibly a signature or date, with a blue horizontal line below.

Handwritten signature and date '10/11/2018' with a blue horizontal line below.