Bureau of Consumer Protection
Division of Enforcement

Julia Solomon Ensor
Attorney

Email: jensor@ftc.gov
Direct Dial: (202) 326-2377

FEDERAL EXPRESS

Mark L. Stoddard
ChiefExecutive Officer
Lava Cable, LLC
310 E. 5th Ave, Unit A
Owasso, OK 74055

Dear Mr. Stoddard:

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION __ __ WASHINGTON, D.C. 20580

December 18, 2013

We received your submissions dated December 11, 2013, and December 12, 2013
on behalf of Lava Cable, LLC ("Lava Cable" or the "Company"). In correspondence and discussions, you explained that Lava Cable mistakenly made misleading "Made in USA" claims for the TightRope patch cable kit. Specifically, although the kit included U.S.- origin cable, the most valuable components of the kit were imported.

In your submissions, you explained that Lava Cable implemented a remedial
action plan to correct its representations. This plan included: (1) revising current product packaging to clarify that only the cable in the TightRope kit Based

on your statements, the staff has decided not to pursue this investigation
any further. This action should not be construed as a determination that there was no violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The Commission reserves the right to take such further action as the public interest may requrre. If you have any questions, you can reach me at (202) 326-2377.

Sincerely,

Julia Solomon Ensor
Staff Attorney