

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

Office of the Secretary

November 10, 2014

C Host
State of Iowa

*Re: In the Matter of Made in the USA Brand, LLC
File No. 142 3121, Docket No. C-4497*

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has considered your comment and placed it on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

In your comment, you request that the Commission fine Made in the USA Brand, LLC and punish its clients. You do not propose any revisions to the draft complaint or the consent agreement.

The Commission is committed to preventing consumer deception, and believes the proposed order will accomplish this objective. In particular, Part I of the proposed order prohibits Respondent from representing that a covered entity meets Respondent's accreditation standard, unless: (1) Respondent or its designee independently and objectively evaluates that the entity meets the standard; or (2) Respondent clearly discloses on the face of its logo and in all of its promotional materials that certified entities meet the standard

Therefore, after considering your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. At this time, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary