



concerns that include use of certain marketing techniques such as developing, t  
licensed characters to promote food and beverage products, product placement, a  
marketing of food and beverage products in schools. The Council of Better Business  
Bureaus and the National Advertising Review Council conducted a review  
of CARU

...the Commission's decision to take a first look at regulatory burdens

3 requests that the FTC examine the elements of the proposed Initiative and

The CBBE

...the below part of the proposed Initiative

...the Initiative does not constitute issues