

In the Matter of ADT LLC

**ANALYSIS OF PROPOSED CONSENT ORDER TO AID PUBLIC COMMENT,
File No. 122 3121**

The Federal Trade Commission (“FTC” or “Commission”) has accepted, subject to final approval, an agreement containing a consent order from ADT LLC, also doing business as ADT Security Services (“ADT”).

The proposed consent order (“proposed order”) has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement or make final the agreement’s proposed order.

This matter involves ADT’s use of paid spokespersons to promote the ADT Pulse home security system in appearances on national and local television and radio news programs and (oc)4 (s)-1 (order) (A)2 (ADT do take all reasonable steps to (s)-5 (af)-1 (e)] TJ 0 Tc 0 Tw [(t) remove, within seven days of

endorsement, by an endorser with a material connection to ADT, that does not comply with Parts I and II of the order.

Part IV of the proposed order