



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Secretary

June 18, 2014

Geniece Davis
State of Illinois

Re: *In the Matter of ADT LLC, FTC File No. 122 3121, Docket No. C-4460*

Dear Ms Davis:

Thank you for your April 4, 2014 comment in the above-referenced matter. Your comment was placed on the public record pursuant to Section 2.34 of the Commission Rules of Practice, 16 C.F.R. § 2.34.

You express concern that ADT misrepresented the cost and coverage of the service they provided you. The proposed complaint is limited to allegations that ADT used paid expert spokespersons to promote the ADT Pulse without adequately disclosing the material connection between the experts and ADT. Although the complaint does not address misrepresentations about cost or service coverage, the Commission is committed to protecting consumers from unfair or deceptive acts or practices in commerce and has forwarded your comment to the FTC's Consumer Response Center.

After considering your comment, along with others received in this matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order, and other relevant materials are available from the Commission's website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner McSweeney not participating.

Donald S. Clark
Secretary