

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen
 Joshua D. Wright
 Terrell McSweeney

In the Matter of
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ility company.)
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)

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C-4462

DECISION AND ORDER

Federal Trade Commission (“Commission” or “FTC”), having initiated an investigation of certain acts and practices of the respondent named in the caption hereof, and the respondent having been furnished thereafter with a copy of a draft complaint that the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if adopted by the Commission, would charge respondent with violations of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 45, *et seq.*;

respondent, its attorney, and counsel for the Commission having thereafter executed a Consent Order Containing Consent Order (“Consent Agreement”), which includes: a statement of the respondent that it neither admits nor denies any of the allegations in the draft complaint, specifically stated in the Consent Agreement, and, only for purposes of this action, a statement of facts necessary to establish jurisdiction; and waivers and other provisions as required by the Commission’s Rules; and

Commission having thereafter considered the matter and having determined that it believes that the respondent has violated the FTC Act, and that a complaint should be issued against the respondent on the charges in that respect, and having thereupon accepted the executed consent order and placed such agreement on the public record for a period of thirty (30) days for the consideration of public comments, and having duly considered the comments of interested persons pursuant to section 2.34 of its Rules, now in further conformity with the procedure prescribed in Commission Rule 2.34, 16 C.F.R. § 2.34, the Commission, in response to its complaint, makes the following jurisdictional findings, and enters the following

1. Respondent the Atlanta Falcons Football Club, LLC is a Georgia limited liability company with its principal office or place of business at 440 Falcon Parkway, Flowery Branch, GA 30542.
2. Respondent neither admits nor denies any of the allegations in the draft complaint, except as specifically stated in this order. Only for purposes of this action, respondent admits the facts necessary to establish jurisdiction.

ORDER

DEFINITIONS

For purposes of this Order, the following definitions shall apply:

- 1.

III.

IT IS FURTHER ORDERED that respondent shall deliver a copy of this order to all current and future principals, officers, directors, and managers, and to all current and future employees, agents, and representatives having responsibilities relating to the subject matter of this

- A. any Part in this order that terminates in fewer than twenty (20) years;
- B. this order's application to any respondent that is not named as a defendant in such complaint; and
- C. this order if such complaint is filed after the order has terminated pursuant to this Part.

Provided, further, that if such complaint is dismissed or a federal court rules that respondent did