

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

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

In the Matter of

**MADE IN THE USA BRAND, LLC, a
limited liability company.**

DOCKET NO. C-4497

COMPLAINT

The Federal Trade Commission, having reason to believe that Made in the USA Brand, LLC, a limited liability company (“Respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Made in the USA Brand, LLC (“MUSA Brand”) is an Ohio limited liability company with its principal office or place of business at 1398 Goodale Boulevard, Columbus,

6. Respondent sells licenses to use its Certification Mark through its website at
www.madeintheusabrand.com. odep0(.c) aoduc(.ct0l)], -5(e)]TJp6. 0.002 Tw [(C)-1(e)-3 [(w

“The Certification Mark is available to be downloaded by U.S. business that meet the accreditation standards based on the Federal Trade Commission’s regulations for complying with Made in USA origin claims.”

(Exhibit B, flyer (2010)).

C. “

16. In numerous instances, including, but not limited to, the promotional materials shown in Exhibits A-D, Respondent has represented that products using its Certification Mark are all or virtually all made in the United States. For example, Respondent promotes a directory of licensees on its website as a list of manufacturers selling U.S.-origin products in compliance with the FTC's Enforcement Policy Statement for U.S.-Origin Claims.

17. In fact, Respondent does not possess competent and reliable evidence that products using its Certification Mark are all or virtually all made in the United States.

18. In numerous instances, Respondent has distributed promotional materials, including but not limited to the promotional materials shown in Exhibits A-D, to third-party marketers for use in the marketing and sale of those third parties' products.

19. In so doing, Respondent has provided third-party marketers with the means and instrumentalities to deceive consumers. For example, several of Respondent's licensees have used Respondent's Certification Mark or other materials to promote products that contain significant imported content.

COUNT I (False or Misleading Representation)

20. In connection with the advertising, promotion, offering for sale, or sale of the MUSA Brand Certification Mark, Respondent has represented, directly or indirectly, expressly or by implication, that each entity or product licensed to use its Certification Mark has been

COUNT III (Means and Instrumentalities)

24. Respondent has distributed the promotional materials described in Paragraphs 13-19 to third-party marketers for use in the marketing and sale of those third parties' products. In so doing, Respondent has provided the means and instrumentalities to these third-party marketers for the commission of deceptive acts or practices.

VIOLATION OF SECTION 5

25. The acts and practices of Respondent as alleged in this Complaint, constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this tenth day of November, 2014, has issued this Complaint against Respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: