

which event the Commission will take such action as it may consider appropriate, or issue and serve its Complaint (in such form as the circumstances may require) and decision in disposition of the proceeding, which may include an Order.

BLOCK DIVISION, INC.

FEDERAL TRADE COMMISSION

Matthew White
Vice President of Sales and Marketing
Block Division, Inc.

Date: _____

Staci C. Pirnar
Bellinger & Suberg, LLP
Attorney for Proposed Respondent

Date: _____

Julia Solomon Ensor
Attorney, Bureau of Consumer Protection

APPROVED:

Laura Koss
Assistant Director
Division of Enforcement

James A. Kohm
Associate Director
Division of Enforcement

Jessica L. Rich
Director
Bureau of Consumer Protection

Date: _____

[1723052]

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

**COMMISSIONERS: Maureen K. Ohlhausen, Acting Chairman
 Terrell McSweeney**

_____)
In the Matter of))
) **Docket No.**

9. When the representation or sales practice targets a specific audience, such as children, the elderly, or the terminally ill, “ordinary consumers” includes reasonable members of that group.
- B. “Made in the United States” shall mean any representation, express or implied, that a product or service, or a specified component thereof, is of U.S.-origin, including, but not limited to, a representation that such product or service is “made,” “manufactured,” “built,” or “produced” in the United States, or any other U.S.-origin claim.
- C. “Respondent” means Block Division, Inc.

Provisions

I.

PROHIBITED MISREPRESENTATIONS

IT IS ORDERED that Respondent, and Respondent’s officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any pulley blocks, or any other product or service, must not make any representation, expressly or by implication, that a product or service is Made in the United States unless:

- A. The final assembly or processing of the product occurs in the United States, all significant processing that goes into the product occurs in the United States, and all or virtually all ingredients or components of the product are made and sourced in the United States; or
- B. A Clear and Conspicuous qualification appears immed 7fi2-i(C)-7(o)- im Co 2p--4(al)-6(- i

III.
ACKNOWLEDGMENTS OF THE ORDER

IT IS FURTHER ORDERED

entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.

- C. Respondent must submit notice of the filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by or against Respondent within 14 days of its filing.
- D. Any submission to the Commission required by this Order to be sworn under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746, such as by concluding: “I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on: _____” and supplying the date, signatory’s full name, title (if applicable), and signature.
- E. Unless otherwise directed by a Commission representative in writing, all

B.