UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS:	Maureen K. Ohlhausen, Acting Chairman Terrell McSweeny
	Terreii McSweerly

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Tru Communication, Inc.,

In the Matter of

DOCKET NO. C-

) The Federal Trade Commiss(@ommission")initiated and practices of the proposed to present the draft Complaint to the Commission to the Commission, the draft Complaint would charges condent with Commission Act.

Respondent and BCP thereafter executed an Agreem ("Consent Agreement"). The desent Agreemet includes: 1) is neither admits nor denies any of the allegations in the Complain this Decision and Order, and that only for purposes of this acceptablish jurisdiction; and 2) waivers and other provisions as Rules.

The Commission considered the matter and determin Respondent haviolated the Federal Trade Commission, Aand stating its charges in that respect. The Commission accepte

Findings

1. Respondent Tru Communication, Inc. dba TCPrinting.netQalifornia.corporationwith its principal office or

- structure as set forth in the Provision titled Compliance Report and Notheris ery must occur within ten1(0) days after the effective date of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.
- C. From each individual or entity to which Respondent delivered a copy of this Order. Respondent must obtain, within thirtso() days, a signed and dated acknowledgment of receipt of this Order.

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Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania, Avenue N.W., Washington, D.C20580. The subject line must in reTru Communication, Inc. dba TCPrinting.net FTC File No.1723171.

IV. Recordkeeping

IT IS FURTHER ORDERED that Respondent must create certain records for twenty (20) years after the issuandate of the Ordeand retain each such record for 5 (fiye) ars. Specifically, Respondent must created retain the following records:

- A. accounting records showing the revenues from all goods or services sold;
- B. personnel records showing, for each person providing services, whether as an employee or otherwise, that person's: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. all records necessary to demonstrate full complianith each provision of this Order, including all submissions to the Commission; and
- D. a copy of each unique advertisem entromotional materials rother marketing material making any representation subject to this Ordernd all materials that were relied upon in making the representation

V. Compliance Monitoring

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondent compliance with this Order:

A. Within ten (10) days of receipt of a written request from a representative of the Commission, Respondent must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjand produce records for inspection and copyi

VI. Order Effective Dates

IT IS FURTHER ORDERED that this Order is final and effective upon the date of its