



United States Federal Trade Commission  
Washington, D.C. 20547

Division of Advertising Practices

December 21, 2018

Laura Brett, Esq., Director  
National Advertising Division  
112 Madison Avenue, 11th Floor  
New York, NY 10016

Re: Advertising for LG Electronics USA

Dear Mr. Brett:

Thank you for your letter to the Federal Trade Commission and NAD matter involving advertising claims by LG Electronics USA, Inc. (LG) for its OLED televisions. Your referral indicates that Samsung Electronics America, Inc. challenged numerous aspects of LG advertising and that LG participated in the NAD regulatory process and agreed to NAD's recommendations to discontinue certain advertising claims, but tentatively filed an appeal as to NAD's findings that LG failed to produce "perfect black" and "infinite contrast" and subsequently withdrew that appeal and filed a motion with NAD to reopen the case, asserting that such action was warranted on the basis of newly discovered evidence. After NAD declined to reopen the matter, LG informed NAD that it would not discontinue the "perfect black" and "infinite contrast" claims.

In addition to reviewing the NAD case record, we have examined additional evidence provided by LG and materials at issue. After careful review of the claims at issue, including non-public information provided by LG, we have determined not to take additional action at this time. In reaching this conclusion, we considered a number of factors, including the nature of the advertising and enforcement priorities, as well as the nature of any FTC Act violation and the potential for consumer injury.

The Commission's right to take additional action is not limited by the NAD's decision.

Ms. Laura

December 21, 2007

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re: the

regulation

referral and the opportunity

Very truly yours,



Carolyn A. Harman

Chief of

Co. [Name] [Address], Esq., Counsel for LG