Division of Advertising Practices

Mary K. Engle
Associate Director

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1900 K Street, NW
Washington, DC 20006-1109

UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION WASHINGTON, D.C. 20580

April28, 2011

Re: NAD Referral ofHewlett-Packard Co.

Dear Mr. Hughes:

As you know, the staff of the Federal Trade Commission has conducted an inquiry into whether representations made by Hewlett-Packard Co. regarding its printer ink cartridges may violate Section 5 of the Federal Trade Commission Act. The National Advertising Division of the Council of Better Business Bureaus (NAD) referred this matter to us after the company stated it would neither implement nor appeal the NAD's recommendations pursuant to the NAD's self-regulatory review process. Upon review of the matter, we have determined not to take additional action at this time. This action is not to be construed as a determination that a

violation did not occur. The Commission reserves the right to take such further action as the public interest may require.

cc: Andrea Levine, Director, NAD

Very truly yours,

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Associate ifirector