UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: **Jon Leibowitz, Chairman**
William E. Kovacic
J. Thomas Rosch
Edith Ramirez
Julie Brill

In the Matter of	)	
	)	
GEMTRONICS, INC.,	)	
a corporation, and	)	
	)	**DOCKET NO. 9330**
WILLIAM H. ISELY,	)	
individually and as the owner of	)	
Gemtronics, Inc.	)	

ORDER AFFIRMING THE INITIAL DECISION AND DENYING RESPONDENTS' APPLICATION FOR AN AWARD OF ATTORNEY FEES AND OTHER EXPENSES

The Commission has heard this matter upon the appeal of Respondents from the Initial Decision, and upon briefs in support thereof and in opposition thereto. For the reasons stated in the accompanying Opinion of the Commission, the Commission has determined to affirm the Initial Decision and deny Respondents' Application for an Award of Attorney Fees and Other Expenses. Accordingly,

IT IS ORDERED that the Initial Decision of the Administrative Law Judge be, and it hereby is, **AFFIRMED**; and

IT IS FURTHER ORDERED that Respondents' Application for an Award of Attorney Fees and Other Expenses be, and it hereby is, **DENIED**.

By the Commission.

Donald S. Clark
Secretary

SEAL
ISSUED: February 11, 2011