



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

July 13, 2020

Commenter Aaron Ahern

Re: In the Matter of Williams-Sonoma, Inc., Docket No. C-4724

Dear Mr. Ahern:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has considered your comment and placed it on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

In your comment, you state the Commission should eliminate Part X of the Decision and Order, titled "Order Effective Dates," which contains a provision terminating ("sunsetting") the administrative order twenty years after its date of issuance. This standard provision appears in all administrative orders in furtherance of the FTC's Policy Statement Regarding Duration of Competition and Consumer Protection Orders.¹ This policy statement, issued nearly twenty-five years ago after an opportunity for public comment, provides the Commission will ordinarily sunset administrative orders automatically after twenty years, unless the FTC or Department of Justice has filed a complaint in federal court to enforce such order pursuant to Section 5(1) of the Federal Trade Commission Act.

In this case, there is no basis for the Commission to depart from its longstanding twenty-year administrative sunset policy. Therefore, after considering your comment, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission.

April J. Tabor
Secretary

¹ 60 FR 42569 (Aug. 16, 1995).