



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

Bureau of Consumer Protection
Division of Enforcement

May 4, 2018

VIA FEDEX

Nathan Heyde, Esq.
Varner & Brandt LLP
3750 University Ave.
Suite 610
Riverside, CA 92501-3323

Dear Mr. Heyde:

We received your submissions on behalf of your client, Tradenet Enterprise, Inc., d/b/a Vantage LED (“Vantage” or the “Company”). During our review, we discussed concerns that marketing materials may have overstated the extent to which Vantage’s LED signs are made in the United States.

As discussed, unqualified U.S.-origin claims in marketing materials – including claims that products are “Made,” “Built,” or “Manufactured” in the USA – likely suggest to consumers that all products advertised in those materials are “all or virtually all” made in the United States. Accordingly, Vantage implemented a remedial action plan to avoid deceiving consumers. This plan included: (1) updating Vantage’s website and social media accounts to remove or appropriately qualify U.S.-origin claims; (2) removing, discarding, or discontinuing use of all print materials that include potentially deceptive U.S.-origin claims; (3) instructing all third-party distributors and dealers to discard or return outdated materials to Vantage; (4) providing updated materials to dealers and distributors; and (5) training all sales staff on how to make non-deceptive claims for Vantage’s products.

If Vantage employs workers in the United States, it is appropriate for the Company to promote that fact, provided that marketing materials do not overstate the extent to which Vantage products are made in the United States. Additionally, if, in the future, Vantage can substantiate claims that particular products are “all or virtually all” made in the United States, it would be appropriate for the Company to update its marketing materials accordingly.

Based on your actions and other factors, the staff has decided not to pursue this investigation any further. This action should not be construed as a determination that there was no violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The

Commission reserves the right to take such further action as the public interest may require.

Sincerely,



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