

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



Office of the Secretary

November 10, 2014

Hugh Prifogle
State of Texas

*Re: In the Matter of Made in the USA Brand, LLC
File No. 142 3121, Docket No. C-4497*

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 request that the Commission punish companies that have used Respondent's certification mark. You do not propose any revisions to the draft complaint or the consent agreement.

During its investigation into this matter, the Federal Trade Commission worked with several companies that used Respondent's mark to remediate potentially deceptive U.S.-origin claims and bring them into compliance with the law. Going forward, the FTC expects that the requirements set forth in the consent agreement will prevent Respondent's clients from making deceptive claims.

Therefore, after considering your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. At this time, 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.

Donald S. Clark
Secretary