



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

Bureau of Consumer Protection  
Division of Enforcement

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November 26, 2013

**FEDERAL EXPRESS**

Don Buckner  
President  
MadeInTheUSA.com, Inc.  
27149 Hwy 33  
Okahumpka, FL 34762

Dear Mr. Buckner:

We received your submissions dated October 31, 2013, and November 23, 2013, on behalf of MadeInTheUSA.com, Inc. ("MadeInTheUSA.com" or the "Company"). In correspondence and discussions, you explained that, as a participant in the Amazon Services LLC Associates Program, MadeInTheUSA.com promoted certain products sold on Amazon.com as made in the USA. Specifically, MadeInTheUSA.com uses Amazon.com technology to identify products marketed as made in the USA, and earns advertising fees by linking consumers directly to Amazon.com to purchase those products. The Company does not independently verify that products listed on Amazon.com are, in fact, made in the USA.

After receiving Commission staff's letter, you agreed to clarify MadeInTheUSA.com's representations by adding a prominent disclosure to the website's product search toolbar. This disclosure, which appears on every portion of the website, explains that MadeInTheUSA.com does not verify U.S.-origin claims, provides a mechanism for consumers to report potentially deceptive claims, and states that search results are provided by Amazon.com.

Based on your statements, the staff has decided not to pursue this investigation 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. If you have any questions, you can reach me at (202) 326-2377.

Sincerely,  
  
Julia Solomon Ensor  
Staff Attorney