



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

Bureau of Consumer Protection  
Division of Enforcement

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December 18, 2013

**FEDERAL EXPRESS**

Mark L. Stoddard  
Chief Executive Officer  
Lava Cable, LLC  
310 E. 5th Ave, Unit A  
Owasso, OK 74055

Dear Mr. Stoddard:

We received your submissions dated December 11, 2013, and December 12, 2013 on behalf of Lava Cable, LLC ("Lava Cable" or the "Company"). In correspondence and discussions, you explained that Lava Cable mistakenly made misleading "Made in USA" claims for the TightRope patch cable kit. Specifically, although the kit included U.S.-origin cable, the most valuable components of the kit were imported.

In your submissions, you explained that Lava Cable implemented a remedial action plan to correct its representations. This plan included: (1) revising current product packaging to clarify that only the cable in the TightRope kit is made in the United States; (2) rolling out new packaging without "Made in the USA" claims; and (3) implementing a procedure to ensure that the Company can substantiate future U.S. origin claims.

Based on your statements, 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. If you have any questions, you can reach me at (202) 326-2377.

Sincerely,

A handwritten signature in black ink, appearing to read "J. ENSOR".

Julia Solomon Ensor  
Staff Attorney