



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

Division of Advertising Practices

Mary K. Engle
Associate Director

April 28, 2011

Tom Hughes
Hunton & Williams LLP
1900 K Street, NW
Washington, DC 20006-1109

Re: NAD Referral of Hewlett-Packard Co.

Dear Mr. Hughes:

As you know, the staff of the Federal Trade Commission has conducted an inquiry into whether representations made by Hewlett-Packard Co. regarding its printer ink cartridges may violate Section 5 of the Federal Trade Commission Act. The National Advertising Division of the Council of Better Business Bureaus (NAD) referred this matter to us after the company stated it would neither implement nor appeal the NAD's recommendations pursuant to the NAD's self-regulatory review process. Upon review of the matter, we have determined not to take additional action at this time. This action is not to be construed as a determination that a violation did not occur. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

A handwritten signature in cursive script that reads "Mary K. Engle".

Mary K. Engle
Associate Director

cc: Andrea Levine, Director, NAD