Bartek, Alice

From: Pamela Jones Harbour <pamelah@herbalife.com>

Sent: Monday, February 02, 2015 11:06 AM

To: dmallen@loeb.com; Brill, Julie; erika.brown.lee@usdoj.gov; Harvey_Jang@McAfee.com;

nuala@cdt.org; prabinowitz@paypal.com; B Cutler; pmarinello@ersp.bbb.org;

Iferrell@unm.edu; RKirk@gibsondunn.com; Yael Weinman; Peter Hustinx; McSweeny,

Terrell P.; catharina.m.vandervoort@xo.com; Lydia B. Parnes; Randal Shaheen; ryan.kriger@state.vt.us; Ohlhausen, Maureen; Viswanathan, Serena; beales2 @comcast.net; Pridgen@uwyo.edu; Ramirez, Edith; ilana@createwithcontext.com;

Wimmer, Kurt; Villafranco, John

Cc: Thomas F. Zych; Scherr, Kimberly; Brown, Laura; Murino, Andrea Agathoklis

Subject: Feb., 12th CP Conference Final Powerpoint Decks. -- Due Feb., 6th

Attachments: CP Slide Deck.ppt

Dear Faculty,

Tom and I are sending you a gentle reminder that the Section has requested all final PPTs, for the Consumer Protection conference, should be submitted to Laura Brown, by <u>Friday, February 6th</u>. The template is attached for ease of reference. Thank you for your kind attention to this deadline, and please feel free to contact Tom or me with any questions.

Best regards, Pamela

Pamela Jones Harbour SVP & Legal Officer, Global Member Compliance & Privacy

Herbalife | 800 West Olympic Boulevard | Suite 406 Los Angeles, CA 90015 | Phone 310-410-9600 x50576 | Fax 213-745-0409

607 14th St. NW #675 | Suite 675 Washington, DC 20005| Phone 202-330-4223| Fax 202-393-0383 PamelaH@herbalife.com

Bartek, Alice

From: Yael Weinman

Sent: Friday, January 23, 2015 4:42 PM

To: McSweeny, Terrell P.; Vandervoort, Catharina M; HUSTINX Peter; pjhustinx@planet.nl

Cc: DeLorme, Christine Lee; Thomas Zych; Pamela Jones Harbour

Subject: February 12 panel - conference call - setting a time

Greetings panelists,

When we first put this panel together, February seemed very far away. Now, it's around the corner.

Reminder that our panel is slotted for 1:30-2:15 on February 12.

As a refresher, the outline we sketched out last year is below.

I'd like to plan a brief conference call just to break the ice among us all and do a "run of show" for the event, as well as determine whether any recent events (like the president's recent proposals in the privacy and data security) might result in additional material we'd like to cover.

Here are a few options – let me know all the options you can do from the ones listed below and we'll go with whatever slot gets the most of you, and I can follow up with the other(s). I remain optimistic that we'll find a time that all can do. The times listed below are in DC time.

Jan 30: 11 am, 1 pm, or 2 pm

Feb 2: 11:30 am Feb 4: 9 am or 10 am

I look forward to hearing from you. Have a nice weekend. Best, Yael

rom: Yael Weinman < wweinman@itic.org Date: Friday, November 14, 2014 3:48 PM

To: "McSweeny, Terrell P." < tmcsweeny@ftc.gov >, "Vandervoort, Catharina M" < catharina.m.vandervoort@xo.com >, HUSTINX Peter < peter.hustinx@edps.europa.eu >

Cc: "DeLorme, Christine Lee" <<u>cdelorme@ftc.gov</u>>, Thomas Zych <<u>tom.zych@thompsonhine.com</u>>, Pamela Harbour <pamelaharbour@yahoo.com>

Subject: Panel on Feb 12

Hi everyone,

Thanks for the "sidebar" conversations and emails I've had with each of you over the past few weeks so we could set the outline for our session in February. Below is the roadmap for the session. And a reminder that I need materials from each panelist by December 10.

Also, I attach the document I plan to submit as part of our materials – my organization's submission to the White House in connection with the big study examination led by John Podesta as part of a US government inter-agency working group.

Once you all submit the relevant materials, we can plan to have a brief conference call to just break the ice prior to the event and to address any questions.

Again, thank you for being on this panel and below is the roadmap. Please let me know if you have any questions/comments. Best, Yael

Panel roadmap

Yael Weinman to introduce the panelists and provide brief bio information and introduce the topic with some background detail on international engagement in the privacy arena. Then, I'll jump into Q and A. Below are the questions developed and I think it will work best to ask each panelist an initial question and then I can move on to the next round. The most engaging panels are ones where folks jump in when they have something to say! So this is meant to be interactive, and if one panelist has made a comment that you'd like to build on, go for it.

Directed to Commissioner McSweeny:

- 1. As jurisdictions around the world consider developing breach notification regimes, what would you like to see exported from the United States? The U.S. has 51 state and territory breach notification laws. What elements of these laws are the most critical for other countries to consider as they determine what approach to take in breach notification?
- 2. The FTC's engagement internationally on privacy and on other consumer protection issues has steadily increased over the years a reflection of the reality that today we live in a global marketplace. In what areas do you see the FTC expanding its international engagement with regard to privacy issues?

Directed to Toke Vandervoort:

- 1. As the in-house attorney on the panel, you are faced with ensuring that your company is in compliance with various privacy-related requirements and these may differ across jurisdictions. What is your approach in meeting the challenges raised by requirements that are not consistent across jurisdictions?
- 2. You are at a company that does not have full penetration in the international market therefore, it's useful to have your perspective a fresh set of eyes shall we say on the international privacy landscape. If you could present a wish list to policy and lawmakers around the globe, what issues do you think should be prioritized in ensuring a consistent approach across jurisdictions?

Directed to Peter Hustinx

- 1. We are fortunate to have your perspective on this panel, as someone who has focused on these issues for quite a number of years, having just finished your tenure as EDPS, and your former roles as the data protection commissioner in the Netherlands, as well as Chairman of the Article 29 Working Party. This panel is meant to explore the rise and export of globalized privacy norms. Can you share with us your perspective on the progress that has been made on "privacy norms"? In other words, in your view, where has progress most been made in bridging the gap among different frameworks for privacy?
- 2. A number of concepts have often been cited as ways to bridge the gaps among different systems such as privacy by design and accountability are there additional concepts that you believe are promising areas for finding common ground?
- 3. It's often said that the outgoing President leaves a letter behind for the incoming President with words of wisdom on how to be most effective. What were your words of advice to Giovanni as he took over your role?

| Yael Weinman | | |
|--------------|--|--|

VP, Global Privacy Policy and General Counsel Information Technology Industry Council 1101 K Street, NW, Suite 610 Washington, DC 20005 T. 202-626-5751





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

February 27, 2014

The Honorable Edward J. Markey United States Senate Washington, DC 20510

Dear Senator Markey:

Thank you for your January 23, 2014 letter regarding your concerns about Herbalife, Ltd.'s business practices. I appreciate your thoughts about this matter and your commitment to protecting consumers.

As you know, the Commission has been directed by Congress to protect consumers from deceptive or unfair acts or practices, pursuant to the Federal Trade Commission Act (FTC Act), 15 U.S.C. §§ 41-58. In interpreting Section 5 of the FTC Act, 15 U.S.C. § 45, the Commission has determined that a representation, omission, or practice is deceptive if (1) it is likely to mislead consumers acting reasonably under the circumstances; and (2) it is material; that is, likely to affect consumers' conduct or decisions with respect to the product at issue.

The Commission works actively to curb deceptive health claims and, in the last decade alone, it has brought 77 law enforcement actions challenging deceptive weight loss advertising. As you noted in your letter, the Commission just announced its most recent initiative in this area, Operation Failed Resolution, in January 2014. In addition to the law enforcement actions, Operation Failed Resolution included the release of *Gut Check*, an updated business guidance publication on screening ads for false weight loss claims directed at publishers and other media outlets. It also included "FatFoe," an educational teaser website to help consumers identify and avoid such claims.

The Commission also takes seriously the harm illegal pyramid schemes have on consumers and has used its authority under Section 5 of the FTC Act in appropriate cases. For

¹ A press release detailing the initiative, which included four law enforcement actions, can be found on the Commission website at http://www.ftc.gov/news-events/press-releases/2014/01/sensa-three-other-marketers-fad-weight-loss-products-settle-ftc.

² This publication is available on the Commission website at http://www.business.ftc.gov/documents/gut-check-reference-guide-media-spotting-false-weight-loss-claims.

Another consumer education publication, Weighing the Claims in Diet Ads, along with other weight loss and fitness related materials, is available on the Commission website at https://www.consumer.ftc.gov/articles/0061-weighing-claims-diet-ads.

example, since 1996, the FTC has brought 15 cases alleging that purportedly legitimate multi-level marketing companies were in fact pyramid schemes in masquerade. Most recently, last year the FTC filed a case against Fortune Hi-Tech Marketing, Inc. and related entities. The FTC alleged, among other things, that the defendants operated an illegal pyramid scheme and falsely claimed consumers would earn significant income for selling various products and services. In reality, the FTC charged that nearly all consumers who signed up with the scheme lost more money than they ever made. The FTC further alleged that to the extent consumers could make any income, it was mainly for recruiting other consumers. This case is in litigation.

In addition, the FTC also recently won a victory in a similar case against BurnLounge, Inc. and several of its top promoters. The FTC sued these defendants for operating a pyramid scheme, making deceptive earnings claims, and failing to disclose that most consumers who participated would not receive substantial income, but instead would lose money. More than 56,000 consumers fell victim to this operation. In March 2012, a court in the Central District of California entered a final judgment and order against BurnLounge, Inc. and several of the other defendants. The final order requires the defendants to pay close to \$17 million for consumer redress. It also prohibits them from engaging in pyramid, Ponzi, or chain letter schemes or any schemes in which compensation for recruitment is unrelated to the sale of products to customers who are not participants. Additionally, the order bars misrepresentations about multi-level marketing operations or business ventures. The case is currently on appeal to the United States Court of Appeals for the Ninth Circuit.

With respect to the allegations against Herbalife, Ltd., a number of statutory provisions and the Commission Rules of Practice prevent me from discussing what action, if any, the Commission may take in any particular situation. I can assure you, however, that the information you provided and the concerns you expressed are being carefully considered. In general, in determining whether to take enforcement or other action, the Commission may consider a number of factors, including the nature of the practices at issue; the type of violation alleged; the likelihood of preventing future unlawful conduct and securing redress or other relief; the nature and amount of consumer injury at issue; and the number of consumers affected.

Complaints from consumers can provide valuable information that we frequently use to identify deceptive and unfair practices in the marketplace. Therefore, please encourage your constituents to file their complaints with the FTC, in English or in Spanish, by visiting the FTC's online Complaint Assistant at https://www.ftc.gov/complaint or by calling 1-877- FTC-HELP (1-877-382-4357).

⁴ See FTC v. Fortune Hi-Tech Marketing, Inc. et al., 13-CV-578 (N.D. Ill. Jan. 24, 2013); Press Release, FTC Action Leads Court to Halt Alleged Pyramid Scheme (Jan. 28, 2013), available at http://www.ftc.gov/news-events/press-releases/2013/01/ftc-action-leads-court-halt-alleged-pyramid-scheme.

⁵ See FTC v. BurnLounge, Inc. et al., No. 2:07-CV-03654 (C.D. Cal. June 6, 2007); Press Release, FTC Action Leads to Court Order Shutting Down Pyramid Scam (Mar. 14, 2012), available at http://www.ftc.gov/news-events/press-releases/2012/03/ftc-action-leads-court-order-shutting-down-pyramid-scamthousands.

The Honorable Edward J. Markey Page 3 of 3

Thank you again for your letter. If you or your staff has additional questions or comments, please feel free to contact me or have your staff contact Jeanne Bumpus, the Director of our Office of Congressional Relations, at (202) 326-2946.

(dueif).

Chairwoman

Bartek, Alice

From:

Sent:

Barron, Katia on behalf of ftc100

Friday, February 27, 2015 12:36 PM

Subject:

Miles W. Kirkpatrick Award Ceremony

Attachments: Kirkpatrick Award Invite.pdf

Dear FTC Alum,

I invite you to join us as the Federal Trade Commission recognizes the distinguished careers of former Bureau Directors David C. Vladeck and William J. Baer. To recognize the centennial of the FTC's service to the American public, I will have the honor of awarding the Commission's Miles W. Kirkpatrick Award to David and Bill for their lifetime of inspired leadership in our core missions of consumer protection and competition. David was the Director of the Bureau of Consumer Protection from 2009 to 2012. Prior to and after his time at the Commission, David has been a professor at Georgetown University Law Center inspiring students to pursue careers in public service. Bill was Director of the Bureau of Competition from 1995 to 1999 and served in a variety of roles at the Commission from 1975 to 1980. As part of his long and distinguished career in the antitrust field, Bill has continued his work to promote competition as the current Assistant Attorney General for the Antitrust Division of the Department of Justice.

The ceremony will take place on March 16th at 1:30 pm in the Constitution Center Auditorium with a reception to follow. Please join me in celebrating 100 years since the agency opened its doors with two of our finest Bureau Directors.

With warm regards, Edith Ramirez Chairwoman

Please RSVP to ftc100@ftc.gov.

Barron, Katia

Subject: Call from Senator Richard Blumenthal

Location: H440

 Start:
 Thu 1/16/2014 3:00 PM

 End:
 Thu 1/16/2014 3:15 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: Ramirez, Edith

Required Attendees: Zullow, Evan; Hippsley, Heather

Categories: Important

Joel Kelsey gave me your name and contact information and thought you might be able to help me get a call arranged between my boss, Senator Blumenthal and FTC Chairwoman Ramirez, re: Herbalife.

I'd love to look to some options next week if we can.

Thanks very much!

Best, Dana

Dana Sandman Director of Scheduling Senator Richard Blumenthal



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

August 27, 2013

The Honorable Loretta Sanchez United States House of Representatives Washington, DC 20515

Dear Representative Sanchez:

Thank you for your recent letter regarding your concerns about Herbalife, Ltd.'s business practices. You noted that a number of outside groups, such as the Hispanic Federation, League of United Latin American Citizens, National Consumers League, Consumer Action, and Consumers Union, have raised concerns about the company's practices, including concerns that Herbalife is an illegal pyramid scheme. You requested that the Federal Trade Commission ("FTC" or "Commission") investigate the company.

As you know, the Commission has been directed by Congress to act in the interest of all consumers to prevent deceptive or unfair acts or practices, pursuant to the Federal Trade Commission Act, 15 U.S.C. §§ 41-58. In interpreting Section 5 of that statute, 15 U.S.C. § 45, the Commission has determined that a representation, omission, or practice is deceptive if (1) it is likely to mislead consumers acting reasonably under the circumstances; and (2) it is material that is likely to affect consumers' conduct or decisions with respect to the product at issue.

The Commission takes seriously the harm illegal pyramid schemes have on consumers and has used its authority under Section 5 of the FTC Act in appropriate cases. For example, since 1996, the FTC has brought 15 cases alleging that purportedly legitimate multi-level marketing companies were in fact pyramid schemes in masquerade. Most recently, the FTC filed a case against Fortune Hi-Tech Marketing, Inc. and related entities. See FTC v. Fortune Hi-Tech Marketing, Inc. et al., 13-CV-578 (N.D. Ill. Jan. 24, 2013). The FTC alleged, among other things, that the defendants operated an illegal pyramid scheme and falsely claimed consumers would earn significant income for selling various products and services. In reality, the FTC charged that nearly all consumers who signed up with the scheme lost more money than they ever made. The FTC further alleged that to the extent consumers could make any income, it was mainly for recruiting other consumers.

In addition, just last year, the FTC won a victory in another case: FTC v. BurnLounge, Inc. et al., No. 2:07-03654 (C.D. Cal. June 6, 2007). The FTC sued BurnLounge, Inc. and its top promoters for operating a deceptive pyramid scheme, making deceptive earnings claims, and failing to disclose that most consumers who participated in the pyramid scheme would not receive substantial income, but instead would lose money. More than 56,000 consumers fell

victim to the scheme. In March 2012, a judge for the Central District of California entered a final judgment and order against BurnLounge and several of its promoters. The final order requires the defendants to pay close to \$17 million for consumer redress. The final order also prohibits the defendants from engaging in pyramid, Ponzi, or chain letter schemes or any schemes in which compensation for recruitment is unrelated to the sale of product to customers who are not participants. Among other things, the order also bars misrepresentations about multi-level marketing operations or business ventures. The case is currently on appeal to the United States Court of Appeals for the Ninth Circuit.

I have forwarded your letter to the appropriate staff in the FTC's Bureau of Consumer Protection. In determining whether to take enforcement or other action in any particular situation, the Commission may consider a number of factors, including the type of violation alleged; the likelihood of preventing future unlawful conduct and securing redress or other relief; and the nature and amount of consumer injury at issue and the number of consumers affected. However, a number of statutory provisions and the Commission Rules of Practice prevent me from discussing what action, if any, the Commission may take in any particular situation.

Complaints from consumers can provide valuable information that we frequently use to identify deceptive and unfair practices in the marketplace. Therefore, please encourage your constituents to file their complaints with the FTC, in English or in Spanish, by visiting the FTC's online Complaint Assistant, available at https://ftccomplaintassistant.gov/ or by calling 1-877-FTC-HELP (1-877-382-4357).

I appreciate your concerns about this matter and your commitment to protecting all consumers. If you or your staff has additional questions or comments, please feel free to contact me or have your staff contact Jeanne Bumpus, the Director of our Office of Congressional Relations, at (202) 326-2946.

Sincerely,

Clienty.



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

August 27, 2013

The Honorable Michelle Lujan Grisham United States House of Representatives Washington, DC 20515

Dear Representative Lujan Grisham:

Thank you for your recent letter regarding your concerns about Herbalife, Ltd.'s business practices. You noted that a number of outside groups, such as the Hispanic Federation, League of United Latin American Citizens, National Consumers League, Consumer Action, and Consumers Union, have raised concerns about the company's practices, including concerns that Herbalife is an illegal pyramid scheme. You requested that the Federal Trade Commission ("FTC" or "Commission") investigate the company.

As you know, the Commission has been directed by Congress to act in the interest of all consumers to prevent deceptive or unfair acts or practices, pursuant to the Federal Trade Commission Act, 15 U.S.C. §§ 41-58. In interpreting Section 5 of that statute, 15 U.S.C. § 45, the Commission has determined that a representation, omission, or practice is deceptive if (1) it is likely to mislead consumers acting reasonably under the circumstances; and (2) it is material that is likely to affect consumers' conduct or decisions with respect to the product at issue.

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victim to the scheme. In March 2012, a judge for the Central District of California entered a final judgment and order against BurnLounge and several of its promoters. The final order requires the defendants to pay close to \$17 million for consumer redress. The final order also prohibits the defendants from engaging in pyramid, Ponzi, or chain letter schemes or any schemes in which compensation for recruitment is unrelated to the sale of product to customers who are not participants. Among other things, the order also bars misrepresentations about multi-level marketing operations or business ventures. The case is currently on appeal to the United States Court of Appeals for the Ninth Circuit.

I have forwarded your letter to the appropriate staff in the FTC's Bureau of Consumer Protection. In determining whether to take enforcement or other action in any particular situation, the Commission may consider a number of factors, including the type of violation alleged; the likelihood of preventing future unlawful conduct and securing redress or other relief; and the nature and amount of consumer injury at issue and the number of consumers affected. However, a number of statutory provisions and the Commission Rules of Practice prevent me from discussing what action, if any, the Commission may take in any particular situation.

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I appreciate your concerns about this matter and your commitment to protecting all consumers. If you or your staff has additional questions or comments, please feel free to contact me or have your staff contact Jeanne Bumpus, the Director of our Office of Congressional Relations, at (202) 326-2946.

Sincerely,

Edith Ramirez



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

October 20, 2014

The Honorable Pamela Jones Harbour Herbalife Ltd. 800 W. Olympic Blvd, Suite 406 Los Angeles, CA 90015

Dear Pamela,

As we continue to celebrate the FTC's centennial, I recognize that the contributions of former leaders, like yourself, continue to resonate throughout the agency. I would be delighted if you could join us for our 100th Anniversary Dinner on Thursday, November 6. The festivities begin at 5:30 pm with a reception followed by dinner at the JW Marriott Hotel here in Washington. This will be a special gathering of FTC staff, alumni, friends, and supporters. I am pleased that Indra Nooyi, Chairman and CEO of PepsiCo, will be the evening's keynote speaker. Mrs. Nooyi has directed the company's global strategy for more than a decade, and this year ranked #13 in Forbes World's list of the 100 most powerful women. She is an engaging and provocative speaker, with stories to share on her company's dealings with the Commission both on competition and consumer protection matters. The FTC is co-hosting the dinner with the Antitrust Section of the ABA. For more information or to purchase tickets, visit the event's registration page at: http://www.americanbar.org/calendar/2014/11/2014-ftc 100 dinner/overview.html.

I also invite you to attend the FTC Symposium that will be held on November 7th at the Constitution Center Auditorium. I am very excited about our agenda. Each of our current Commissioners will moderate one of four panels that will examine the FTC's unique "toolkit," comprised of enforcement, remedies, research and advocacy, and business guidance and consumer education. I will moderate a roundtable to conclude the day-long symposium. We have seven of our former Chairmen participating so I expect it to be a fascinating walk through the administrations from the early-seventies through the present. For more information about the symposium please visit our website at: http://www.ftc.gov/about-ftc/our-history/centennial-dinner-symposium.

I hope to see you at what should be a wonderful set of events.

With warm regards,

Slike 75

Edith Ramirez Chairwoman From: Ohlhausen, Maureen <mohlhausen@ftc.gov>
Sent: Wednesday, December 17, 2014 1:51 PM

To: Chilson, Neil <nchilson@ftc.gov>

Cc: Anderson, Bridget <banderson1@ftc.gov>

Subject: FW: 2015 Consumer Protection Conference - Faculty Information & Action Items

Let me know if I need to do anything on this. Thanks.

M

From: Pamela Jones Harbour [mailto:pamelah@herbalife.com]

Sent: Wednesday, December 17, 2014 10:19 AM

To: dmallen@loeb.com; Brill, Julie; erika.brown.lee@usdoj.gov; Harvey_Jang@McAfee.com; nuala@cdt.org; prabinowitz@paypal.com; B Cutler; pmarinello@ersp.bbb.org; Iferrell@unm.edu; RKirk@gibsondunn.com; Yael Weinman; Peter Hustinx; McSweeny, Terrell P.; catharina.m.vandervoort@xo.com; Lydia B. Parnes; Randal Shaheen; ryan.kriger@state.vt.us; Ohlhausen, Maureen; Viswanathan, Serena; beales2@comcast.net; Pridgen@uwyo.edu; Ramirez, Edith; Wimmer, Kurt; ilana@createwithcontext.com; Villafranco, John

Cc: Thomas F. Zych; Scherr, Kimberly

Subject: RE: 2015 Consumer Protection Conference - Faculty Information & Action Items

Good morning Faculty:

With the holidays almost upon us, the calendar is about to turn to 2015 which means, among other things, that we're getting closer to the Consumer Protection Conference. Two of the greatest benefits to attendees are the materials they receive and the CLE credit that is offered. Both of these require that all of our programs provide quality written materials for those attending. The deadline for submitting the materials is tomorrow, December 18th. Please confirm that the materials are on schedule, and let us know if you have questions or if we can be of any assistance in the process.

Once again, thank you for your work on what we know will be an excellent Conference.

Best regards, Pamela and Tom

Pamela Jones Harbour SVP & Legal Officer, Global Member Compliance & Privacy

Herbalife | 800 West Olympic Boulevard | Suite 406 Los Angeles, CA 90015 | Phone 310-410-9600 x50576 | Fax 213-745-0409

607 14th St. NW #675 | Suite 675 Washington, DC 20005| Phone 202-330-4223| Fax 202-393-0383 PamelaH@herbalife.com

From: Pamela Jones Harbour

Sent: Sunday, November 16, 2014 3:46 PM

To: dmallen@loeb.com; Brill, Julie; erika.brown.lee@usdoj.gov; Harvey Jang@McAfee.com; nuala@cdt.org; prabinowitz@paypal.com; Cutler, Barry; pmarinello@ersp.bbb.org; Iferrell@unm.edu; RKirk@gibsondunn.com; Yael Weinman; Peter Hustinx; tmcsweeny@ftc.gov; catharina.m.vandervoort@xo.com; Lydia Parnes; RMShaheen@Venable.com; ryan.kriger@state.vt.us; Ohlhausen, Maureen; sviswanathan@ftc.gov; beales2@comcast.net; Pridgen@uwyo.edu; eramirez@ftc.gov; Wimmer, Kurt

Cc: Thomas F. Zych

Subject: 2015 Consumer Protection Conference - Faculty Information & Action Items

Dear Faculty,

We look forward to your participation in the Consumer Protection Conference in Washington, DC on February 12, 2015.

Important speaker details are attached for your convenience.

- Faculty letter with details & due dates for course materials, conference and travel information
- Sample Bio/CV
- Speaker Release Form
- Meeting Reprint Permission Request Form
- Power Point Template

Kindly provide us with your Bio/CV and sign and return the Speaker Release and Permission Request form by December 3rd.

Also, please make sure to review your faculty letter for pertinent information about the Consumer Protection Conference. Visit the conference website at ambar.org/ATConsumer for additional conference details.

Finally, feel free to contact Tom or myself with any questions on the above. Thank you!

Best regards,

Pamela

From: Anderson, Bridget <banderson1@ftc.gov>

Sent: Monday, February 2, 2015 8:11 PM

To: Chilson, Neil <nchilson@ftc.gov>

Subject: FW: Feb., 12th CP Conference Final Powerpoint Decks -- Due Feb., 6th

Attach: CP Slide Deck.ppt

Bridget E. Anderson Staff Assistant to Commissioner Maureen K. Ohlhausen

From: Pamela Jones Harbour [mailto:pamelah@herbalife.com]

Sent: Monday, February 02, 2015 11:06 AM

To: dmallen@loeb.com; Brill, Julie; erika.brown.lee@usdoj.gov; Harvey_Jang@McAfee.com; nuala@cdt.org; prabinowitz@paypal.com; B Cutler; pmarinello@ersp.bbb.org; Iferrell@unm.edu; RKirk@gibsondunn.com; Yael Weinman; Peter Hustinx; McSweeny, Terrell P.; catharina.m.vandervoort@xo.com; Lydia B. Parnes; Randal Shaheen; ryan.kriger@state.vt.us; Ohlhausen, Maureen; Viswanathan, Serena; beales2@comcast.net; Pridgen@uwyo.edu; Ramirez, Edith; ilana@createwithcontext.com; Wimmer, Kurt; Villafranco, John

Cc: Thomas F. Zych; Scherr, Kimberly; Brown, Laura; Murino, Andrea Agathoklis **Subject:** Feb., 12th CP Conference Final Powerpoint Decks -- Due Feb., 6th

Dear Faculty,

Tom and I are sending you a gentle reminder that the Section has requested all final PPTs, for the Consumer Protection conference, should be submitted to Laura Brown, by <u>Friday</u>, <u>February 6th</u>. The template is attached for ease of reference. Thank you for your kind attention to this deadline, and please feel free to contact Tom or me with any questions.

Best regards, Pamela

Pamela Jones Harbour SVP & Legal Officer, Global Member Compliance & Privacy

Herbalife | 800 West Olympic Boulevard | Suite 406 Los Angeles, CA 90015 | Phone 310-410-9600 x50576 | Fax 213-745-0409

607 14th St. NW #675 | Suite 675 Washington, DC 20005| Phone 202-330-4223| Fax 202-393-0383 PamelaH@herbalife.com



CONSUMER PROTECTION CONFERENCE

ABA Section of Antitrust Law

February 12, 2015
The George Washington University
Jack Morton Auditorium
Media & Public Affairs Building
Washington, DC



OPENING REMARKS AND WELCOME



Speakers:

Howard Feller



Pamela Jones Harbour



Thomas F. Zych



THE FTC CONSUMER PROTECTION MISSION AT 100



Moderator:

Kurt Wimmer



Keynote Speaker:

The Honorable Edith Ramirez



INTERACTIVE OXFORD STYLE DEBATES-ADVERTISING SUBSTANTIATION AND THIRD PARTY LIABILITY



Introduction:

Serena Viswanathan



Debate #1: How Much is Enough? The Evolving Advertising Substantiation Standard(s)



Moderator:

The Honorable Maureen K. Ohlhausen

Debaters:



Howard Beales



Dee Pridgen



Debate #2: Am I My Channel Partner's Keeper? Third Party Liability



Moderator:

Lydia B. Parnes

Debaters:



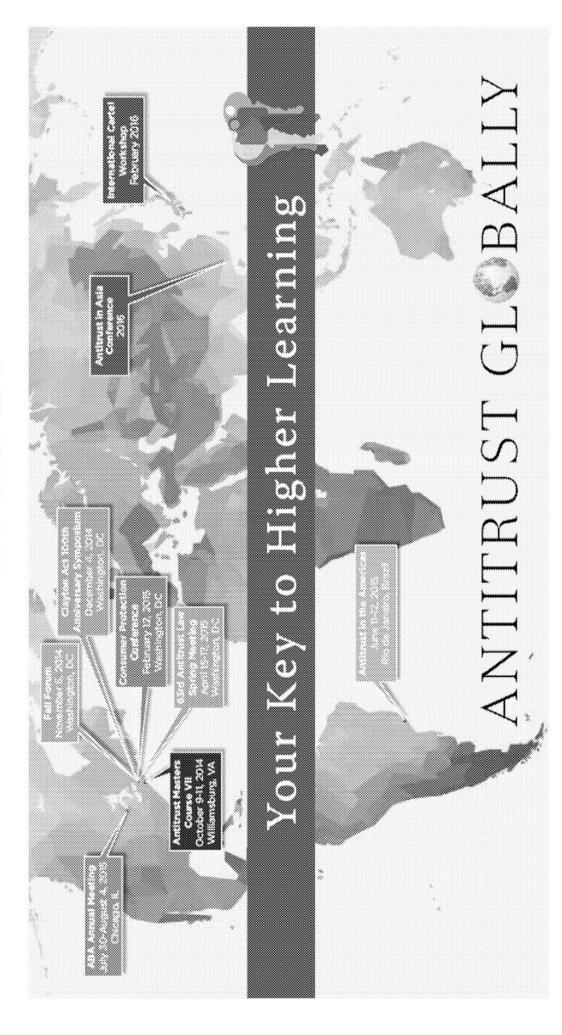
Randal M. Shaheen



Ryan Kriger



BREAK





THROUGH LEADERSHIP IN DIGITAL MARKETS: BUILDING TRUST BETWEEN BUSINESSES AND CUSTOMERS

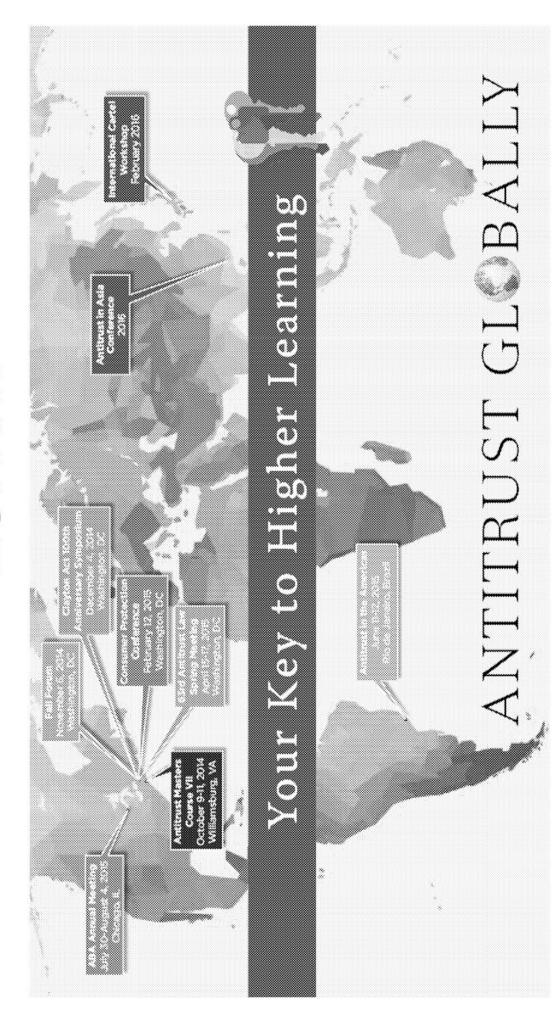


Speaker:

Ilana Westerman, CEO and Co-Founder, Create with Context Inc, Santa Clara, CA



LUNCH





PRIORITIES WITHIN THE OFFICES OF THE COMMISSIONERS



Moderator:

John E. Villafranco

Panelists:



Aaron Burstein



Anna Holmquist Davis



Elizabeth Delaney



Christine Lee DeLorme

Shaundra Watson



RIPPLES IN THE POND: THE RISE AND EXPORT OF GLOBALIZED PRIVACY NORMS



Moderator:

Yael Weinman



Panelists:

Peter J. Hustinx,



The Honorable Terrell McSweeny



C.M. Toke Vandervoort



THE PERFECT STORM: CONSUMER PROTECTION, MEDIA, HIGH FINANCE AND THE DIRECT SELLING INDUSTRY



Moderator:

Barry Cutler



Panelists:

Linda Ferrell



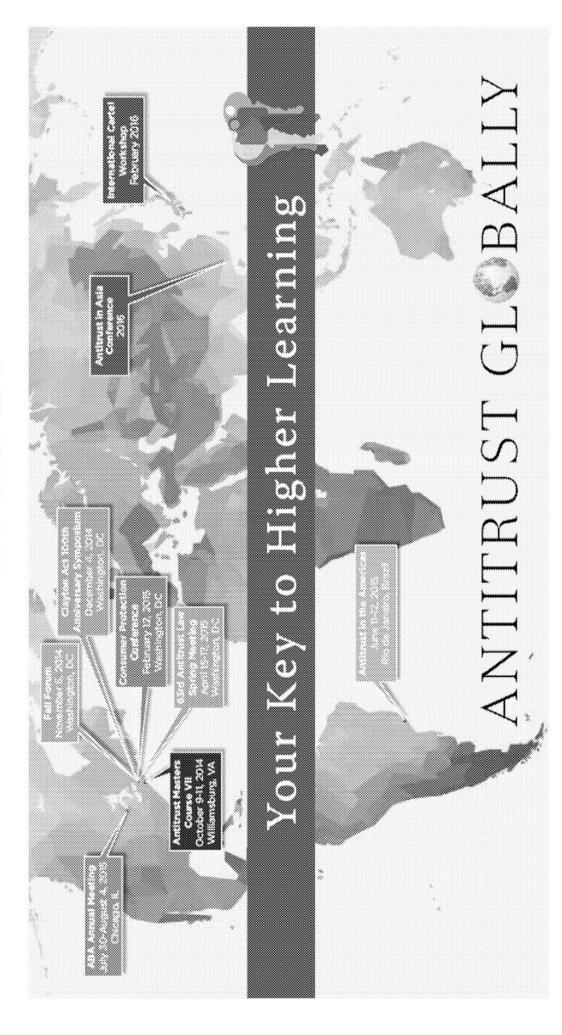
Ronald Kirk



Peter C. Marinello



BREAK





THE INTERNET OF THINGS: BIG DATA AND YOU



Moderator:

The Honorable Julie Brill

Panelists:



Harvey Jang



Erika Brown Lee



Nuala Kelly O'Connor



Peter A. Rabinowitz



THE NATIONAL ADVERTISING DIVISION AT 35: INDUSTRY SELF-REGULATION



Moderator:

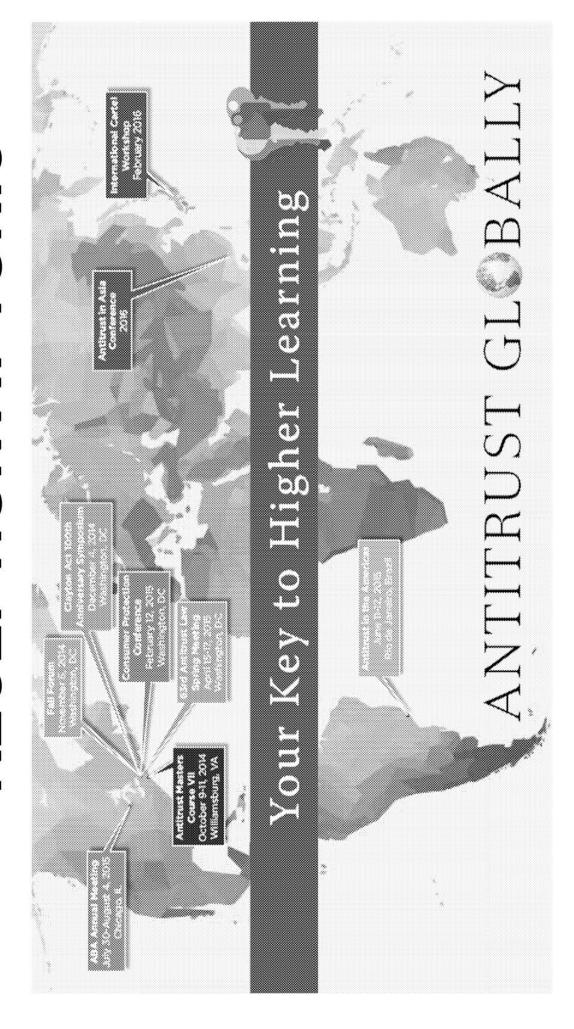
David G. Mallen

AUDIENCE FOCUS GROUP DISCUSSION:

4-6 members of the audience (it might be you!) will discuss the NAD strengths and process in promoting truthfulness and accuracy in advertising.



RECEPTION AT TONIC



From: Barron, Katia <kbarron1@ftcexchange.com> on behalf of

ftc100 <ftc100@ftcexchange.com> Friday, February 27, 2015 3:36 PM

Sent: To:

Bcc: 'Tom.Rosch@retiredpartner.lw.com'; 'pamelah@herbalife.com'; 'anthony.diresta@hklaw.com'

Subject: Miles W. Kirkpatrick Award Ceremony

Attach: Kirkpatrick Award Invite.pdf

Dear FTC Alum,

I invite you to join us as the Federal Trade Commission recognizes the distinguished careers of former Bureau Directors David C. Vladeck and William J. Baer. To recognize the centennial of the FTC's service to the American public, I will have the honor of awarding the Commission's Miles W. Kirkpatrick Award to David and Bill for their lifetime of inspired leadership in our core missions of consumer protection and competition. David was the Director of the Bureau of Consumer Protection from 2009 to 2012. Prior to and after his time at the Commission, David has been a professor at Georgetown University Law Center inspiring students to pursue careers in public service. Bill was Director of the Bureau of Competition from 1995 to 1999 and served in a variety of roles at the Commission from 1975 to 1980. As part of his long and distinguished career in the antitrust field, Bill has continued his work to promote competition as the current Assistant Attorney General for the Antitrust Division of the Department of Justice.

The ceremony will take place on March 16th at 1:30 pm in the Constitution Center Auditorium with a reception to follow. Please join me in celebrating 100 years since the agency opened its doors with two of our finest Bureau Directors.

With warm regards, Edith Ramirez Chairwoman

Please RSVP to ftc100@ftc.gov.

From: Pamela Jones Harbour pamelah@herbalife.com>

Sent: Wednesday, October 29, 2014 1:41 PM

To: Anderson, Bridget

Sanderson1@ftc.gov>

Cc: Chilson, Neil <nchilson@ftc.gov>; Thomas Zych (Tom.Zych@thompsonhine.com)

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust

Law, Consumer Protection Conference -- February 12, 2015

Got it! Many thanks.

Pamela Jones Harbour SVP & Legal Officer, Global Member Compliance & Privacy

Herbalife | 800 West Olympic Boulevard | Suite 406 Los Angeles, CA 90015 | Phone 310-410-9600 x50576 | Fax 213-745-0409

607 14th St. NW #675 | Suite 675 Washington, DC 20005| Phone 202-330-4223| Fax 202-393-0383 PamelaH@herbalife.com

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(b)(2)

Please let me know if you need anything else.

Regards,

Bridget E. Anderson

Staff Assistant to Commissioner Maureen K. Ohlhausen

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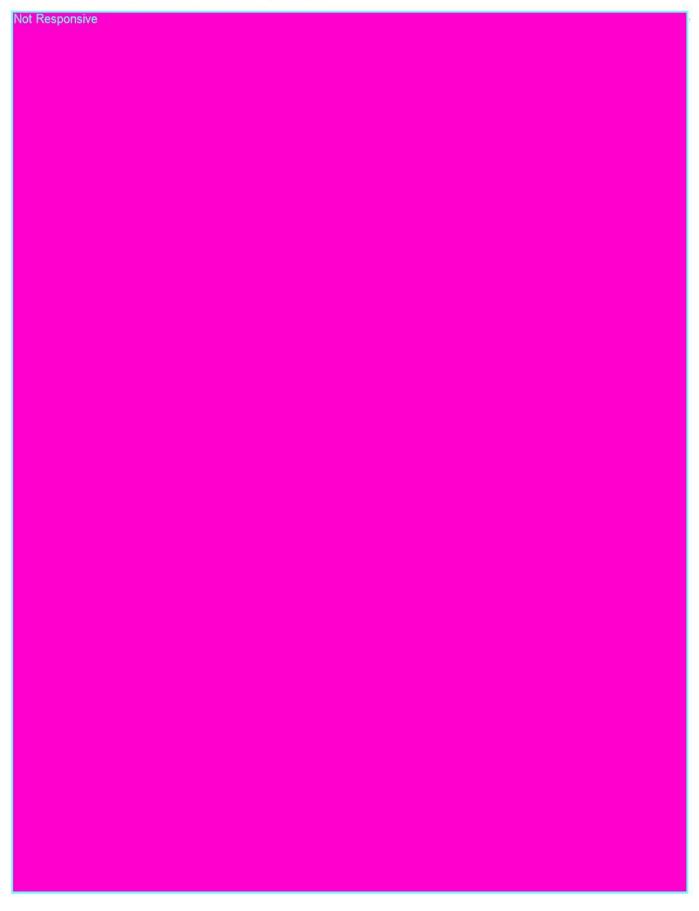
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From: Zych, Thomas <Tom.Zych@thompsonhine.com>

Sent: Wednesday, October 29, 2014 1:31 PM

To: Anderson, Bridget

Sanderson1@ftc.gov>; 'Pamela Jones Harbour'

<pamelah@herbalife.com>

Cc: Chilson, Neil <nchilson@ftc.gov>

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Law, Consumer Protection Conference -- February 12, 2015

Bridget:

I do have the call on my calendar.

--Tom

Thomas F. Zych | Partner | Thompson Hine LLP

3900 Key Center | 127 Public Square | Cleveland, Ohio 44114

Office: 216.566.5605 | Mobile: 216.288.6805

Fax: 216.566.5800 | Email: tom.zych@thompsonhine.com

Web: http://www.ThompsonHine.com

Celebrating over 100 years of client service excellence.

Atlanta | Cincinnati | Cleveland | Columbus | Dayton | New York | Washington, D.C.

THOMPSON HINE

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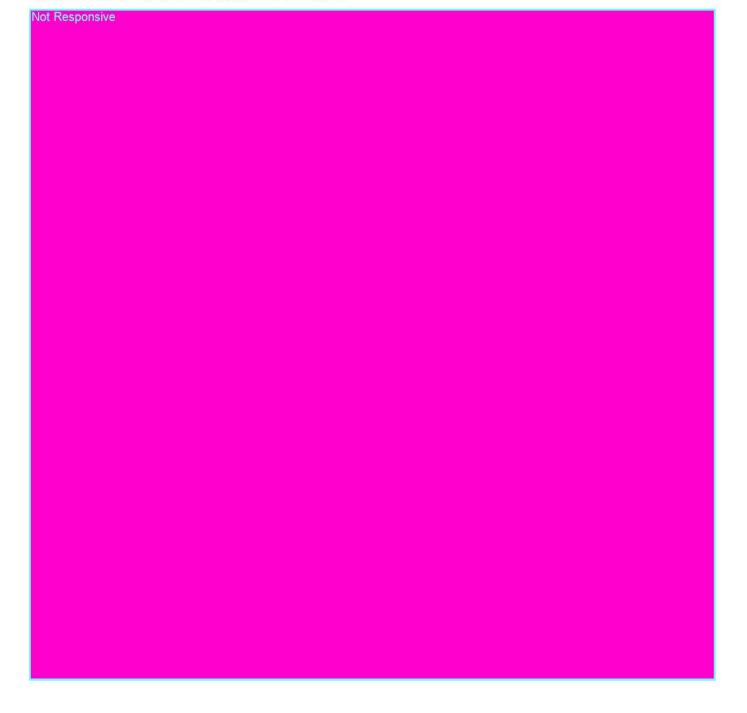
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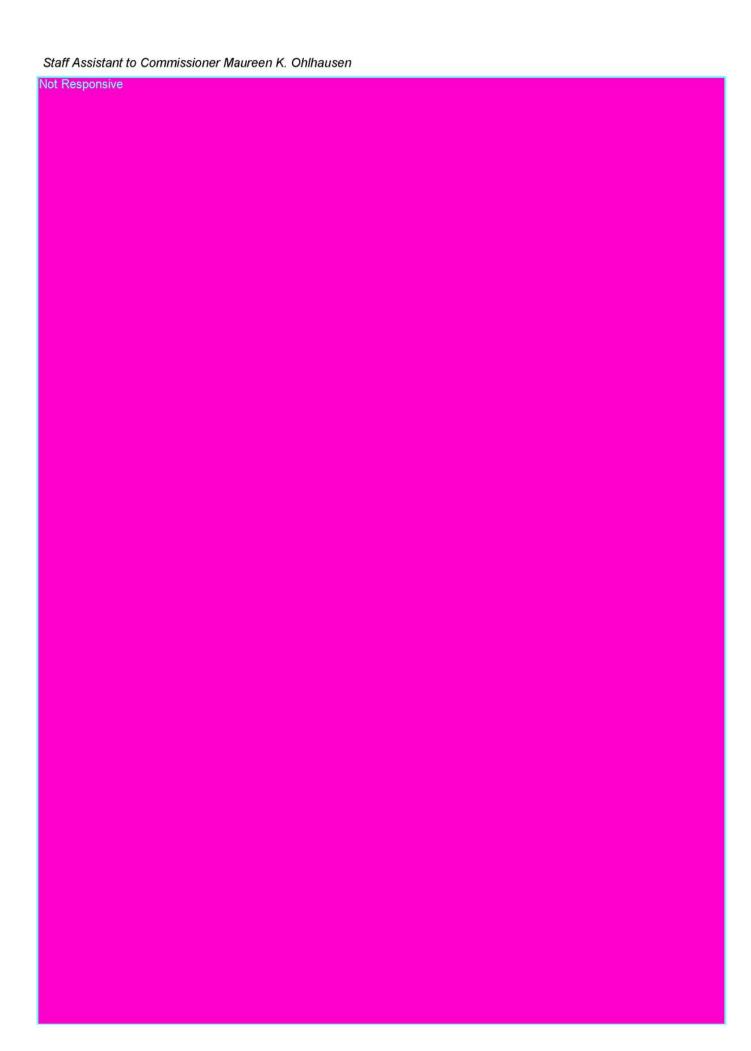
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From: Pamela Harbour <pamelah@herbalife.com>
Sent: Wednesday, October 22, 2014 7:35 PM

To: Anderson, Bridget <banderson1@ftc.gov>; 'Pamela Harbour'

b)(6)

Cc: Chilson, Neil <nchilson@ftc.gov>; Thomas Zych (Tom.Zych@thompsonhine.com)

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust

Law, Consumer Protection Conference -- February 12, 2015

Thank you, Bridget. Please add Tom and I to the scheduler. One of us will sit-in on the call to provide any additional conference information.

Best, Pamela

From: Anderson, Bridget [mailto:banderson1@ftc.gov]

Sent: Wednesday, October 22, 2014 2:31 PM **To:** Pamela Harbour; 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com)

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

Conference -- February 12, 2015

Good evening,

We scheduled a call for December 1 at 2PM EST. Please let me know if you would like to be added to the scheduler or if you need anything else.

Regards,

Bridget E. Anderson

Staff Assistant to Commissioner Maureen K. Ohlhausen

From: Pamela Harbour [mailto:pamelah@herbalife.com]

Sent: Monday, October 20, 2014 6:14 PM **To:** Anderson, Bridget; 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com)

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

Conference -- February 12, 2015

Thank you, Bridget. Let us know when you set up your conference call, and we will contact you when we need to impart or receive additional information.

Best regards, Pamela

From: Anderson, Bridget [banderson1@ftc.gov] Sent: Monday, October 20, 2014 5:33 PM

To: 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com); Pamela Harbour

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

Conference -- February 12, 2015

Good afternoon,

Thank you for the below panel information and logistics. Neil Chilson is the Attorney Advisor helping the Commissioner with the panel. We will follow-up with Serena, Howard and Dee to set up a conference call in the upcoming weeks. Please let us know if we need any further information.

Regards,

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To: 'Pamela Harbour' <pamelah@herbalife.com>; 'Pamela Harbour'

b)(6)

Cc: Chilson, Neil <nchilson@ftc.gov>; Thomas Zych (Tom.Zych@thompsonhine.com)

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Conference -- February 12, 2015

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To: 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com); Pamela Harbour

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

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Regards.

Bridget E. Anderson

Staff Assistant to Commissioner Maureen K. Ohlhausen

Not Responsive

From: Anderson, Bridget banderson1@ftc.gov

Sent: Tuesday, October 21, 2014 3:33 PM

To: Chilson, Neil <nchilson@ftc.gov>

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust

Law, Consumer Protection Conference -- February 12, 2015

There is availability next week. But below are further out dates.

Nov. 24: 2-3PM

Nov. 25: 2-5PM

Dec. 1: 2-5PM

Bridget E. Anderson

Staff Assistant to Commissioner Maureen K. Ohlhausen

From: Chilson, Neil

Sent: Monday, October 20, 2014 7:08 PM

To: Anderson, Bridget

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

Conference -- February 12, 2015

Can you explore when MKO might be able to host a 45 minute call? It looks pretty bleak into Dec.

From: Anderson, Bridget

Sent: Monday, October 20, 2014 5:34 PM

To: 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com); Pamela Harbour

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

Conference -- February 12, 2015

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Regards,

Bridget E. Anderson

Staff Assistant to Commissioner Maureen K. Ohlhausen

Not Responsive

From: Pamela Harbour <pamelah@herbalife.com>

Sent: Monday, October 20, 2014 8:14 PM

To: Anderson, Bridget <banderson1@ftc.gov>; 'Pamela Harbour'

0)(6)

Cc: Chilson, Neil <nchilson@ftc.gov>; Thomas Zych (Tom.Zych@thompsonhine.com)

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust

Law, Consumer Protection Conference -- February 12, 2015

Thank you, Bridget. Let us know when you set up your conference call, and we will contact you when we need to impart or receive additional information.

Best regards, Pamela

Territor

From: Anderson, Bridget [banderson1@ftc.gov]
Sent: Monday, October 20, 2014 5:33 PM

To: 'Pamela Harbour'

Cc: Chilson, Neil; Thomas Zych (Tom.Zych@thompsonhine.com); Pamela Harbour

Subject: RE: Moderator Information for Commissioner Ohlhausen: ABA Section of Antitrust Law, Consumer Protection

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