



UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20580

Office of the Secretary

June 18, 2014

Chen

Re: *In the Matter of ADT LLC, FTC File No. 122 3121, Docket No. C-4460*

Thank you for your March 17, 2014 comment in the above-referenced matter. Your comment was placed on the public record pursuant to Section 2.34 of the Commission Rules of Practice, 16 C.F.R. § 2.34.

Although your comment does not specifically address the Commission's action involving ADT, you express concern that other companies fail to disclose that endorser reviews of their products are paid. You provide several examples of web sites that may include paid reviews of home security systems. The Commission is committed to protecting consumers from unfair or deceptive acts or practices in commerce and has forwarded the information you submitted to the FTC's Consumer Response Center.

After considering your comment, along with others received in this matter, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order, and other relevant materials are available from the Commission's website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission, Commissioner McSweeney not participating.

Donald S. Clark  
Secretary