

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of	)	
	)	
<b>National Association of Animal Breeders, Inc.,</b>	)	<b>File No. 151 0138</b>
a corporation.	)	
	)	

**AGREEMENT CONTAINING CONSENT ORDER**

The Federal Trade Commission (“Commission”), having initiated an investigation of certain acts and practices of National Association of Animal Breeders, Inc. (“hereinafter referred to as “Proposed Respondent”) and it now appearing that Proposed Respondent is willing to enter into this Agreement Containing Consent Order (“Consent Agreement”):

**IT IS HEREBY AGREED** by and between Proposed Respondent, by its duly authorized officers and attorneys, and counsel for the Commission that:

1. National Association of Animal Breeders, Inc., is a non-profit corporation organized, existing, and doing business under, and by virtue of, the laws of the State of Missouri, with its corporate office and principal place of business located at 8413 Excelsior Drive, Suite 140, Madison, Wisconsin 53717.
2. Proposed Respondent admits all the jurisdictional facts set forth in the draft of Complaint here attached.
3. Proposed Respondent waives:
  - (a) any further procedural steps;
  - (b) the requirement that the Commission’s Decision and Order, attached hereto and made a part hereof, contain a statement of findings of fact and conclusions of law;
  - (c) all rights to seek judicial review or otherwise challenge or contest the validity of the Decision and Order entered pursuant to this Consent Agreement; and
  - (d) any claim under the Equal Access to Justice Act.
4. Proposed Respondent shall submit an initial report, pursuant to Section 2.33 of the Commission Rules of Organization, Procedure, and Practice (“Commission Rules”), 16 C.F.R. § 2.33, within thirty (30) days of the date on which it executes this Consent Agreement and every thirty (30) days thereafter until the Decision and Order becomes final. Each such report shall be signed by the Proposed Respondent and shall set forth in detail the

manner in which the Proposed Respondent has to date complied or has prepared to comply, is complying, and will comply with the Decision and Order. Such reports will not become part of the public record unless and until the Consent Agreement and Decision and Order are accepted by the Commission for public comment.

5. In each of the reports described in Paragraph 4, the Proposed Respondent shall provide sufficient information and documentation to enable the Commission to determine independently whether the Proposed Respondent is in compliance with this Consent Agreement and the Decision and Order. All reports shall be verified by a notarized signature or sworn statement by a responsible person at the Proposed Respondent specifically authorized to perform this function, or self-verified in the manner set forth in 28 U.S.C. §1746. Section 2.41(a) of the Commission Rules, 16 C.F.R. § 2.41, requires that an original and two copies of all compliance reports be filed with the Commission. The Proposed Respondent shall file an original report and one copy with the Secretary of the Commission, and shall send at least one copy directly to the Bureau of Competition's Compliance Division.
6. This Consent Agreement shall not become part of the public record of the proceeding unless and until it is accepted by the Commission. If this Consent Agreement is accepted by the Commission it, together with the draft of Complaint contemplated thereby, will be placed on the public record for a period of thirty (30) days and information in respect thereto publicly released. The Commission thereafter may either withdraw its acceptance of this Consent Agreement and so notify Proposed Respondent, in which event it will take such action as it may consider appropriate, or issue and serve its Complaint (in such form as the circumstances may require) and Decision and Order, in disposition of the proceeding.
7. This Consent Agreement is for settlement purposes only and does not constitute an admission by Proposed Respondent that the law has been violated as alleged in the draft of Complaint here attached, or that the facts as alleged in the draft Complaint, other than jurisdictional facts, are true.
8. This Consent Agreement contemplates that, if it is accepted by the Commission, and if such acceptance is not subsequently withdrawn by the Commission pursuant to the provisions of § 2.34 of the Commission Rules, 16 C.F.R. § 2.34, the Commission may, without further notice to the Proposed Respondent: (1) issue and serve its Complaint corresponding in form and substance with the draft Complaint here attached and its Decision and Order in disposition of the proceeding, and (2) make information public with respect thereto.
9. When final, the Decision and Order shall have the same force and effect and may be altered, modified or set aside in the same manner and within the same time provided by statute for other orders. The Decision and Order shall become final upon service. Delivery of the Complaint and the Decision and Order to the Proposed Respondent by any means provided in Commission Rule 4.4(a), 16 C.F.R. § 4.4(a), shall constitute service. Proposed Respondent waives any right it may have to any other manner of service.

10. The Complaint may be used in construing the terms of the Decision and Order, and no agreement, understanding, representation, or interpretation not contained in the Decision and Order or the Consent Agreement may be used to vary or contradict the terms of the Decision and Order.
11. Proposed Respondent has read the proposed Complaint and the Decision and Order contemplated hereby. Proposed Respondent understands that once the Decision and Order has been issued, it will be required to file one or more compliance reports showing how it has complied and is complying with the Decision and Order. Proposed Respondent further understands that it may be liable for civil penalties in the amount provided by law for each violation of the Decision and Order after it becomes final.
12. By signing this Consent Agreement, the Proposed Respondent represents and warrants that it can accomplish the full relief contemplated by the attached Decision and Order. Proposed Respondent agrees to comply with the draft Decision and Order from the date it signs this Consent Agreement.

**National Association of Animal  
Breeders, Inc.**

**Federal Trade Commission  
Bureau of Competition**

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Jay Weiker  
President  
Dated: \_\_\_\_\_, 2017

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Armando Irizarry  
Attorney

APPROVED:

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Counsel for Respondent  
Dated: \_\_\_\_\_, 2017

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Geoffrey M. Green  
Assistant Director

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Markus H. Meier  
Acting Director