



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

Bureau of Consumer Protection
Division of Enforcement

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July 28, 2014

FEDERAL EXPRESS

Ms. Bobbi Bennett
VP of Marketing and Customer Service
Burley Clay Products Co., Inc.
455 Gordon Street
Roseville, OH 43777

Dear Ms. Bennett:

We received your submissions of March 13, May 2, June 16, and June 29, 2014 on behalf of Burley Clay Products Co., Inc. ("Burley"). During our review, we discussed that statements in Burley's marketing materials, including materials featuring the Made in the USA Brand, LLC Certification Mark, may have overstated the extent to which some pottery products containing imported content were made in the United States.

In your submissions, you explained that Burley implemented a remedial action plan to correct its representations. This plan included: (1) removing the Made in the USA Brand, LLC Certification Mark from the Burley website; (2) qualifying U.S.-origin claims to reflect that some of Burley's products contain imported content; and (3) only making unqualified U.S.-origin claims for products made in Burley's Ohio factory that contain no imported content.

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 blue ink, appearing to read "J. Ensor".

Julia Solomon Ensor
Staff Attorney