



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

Bureau of Consumer Protection
Division of Enforcement

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October 1, 2014

FEDERAL EXPRESS

John J. Burke, Jr., Esq.
General Counsel
D'Addario & Company, Inc.
595 Smith Street
Farmingdale, NY 11735

Dear Mr. Burke:

We received your submissions of January, February, March, April, May, June, August, and September 2014 on behalf of D'Addario & Company, Inc. ("D'Addario). In correspondence and discussions, you explained that D'Addario mistakenly made potentially misleading or overly broad "Made in USA" claims for several D'Addario and affiliate company lines, including the American Stage Cable line; several ukulele, guitar, and bass string lines; and certain woodwind reed lines.

In your submissions, you further explained that, upon discovering issues, D'Addario conducted a significant audit of its country-of-origin marketing claims, and implemented a comprehensive remedial action plan to correct its representations. This plan included: (1) reviewing claims for all products, including those sold by D'Addario affiliates; (2) updating online marketing materials for affected products; (3) reviewing and updating marketing claims on D'Addario's social media platforms; and (4) providing detailed schedules for rolling out updated packaging for affected products.

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