



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

Bureau of Consumer Protection  
Division of Enforcement

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**FEDERAL EXPRESS**

Cameron Weiss, CEO  
Weiss Watch Company, Inc.  
2373 W. 208th Street  
Torrance, CA 90501

Dear Mr. Weiss:

We received your submissions on behalf of Weiss Watch Company, Inc. (“Weiss”). During our review, we raised concerns that certain marketing materials may have overstated the extent to which Weiss’s watches are made in the United States. Specifically, although Weiss sources many parts in the United States, the key parts used to make the watches’ movements are imported from Switzerland.

As discussed, unqualified “Made in USA” or “Built in USA” claims likely suggest to consumers that products are “all or virtually all” made in the United States. The Commission may analyze a number of different factors to determine whether a product is “all or virtually all” made in the United States, including the proportion of the product’s total manufacturing costs attributable to U.S. parts and processing, how far removed any foreign content is from the finished product, and the importance of the foreign content or processing to the overall function of the product.

In this case, though the cost of the Swiss parts may be small relative to Weiss’s overall U.S. manufacturing costs, the imported parts constitute the key parts of the movement, and are essential to the watches’ function. Accordingly, to avoid deceiving consumers, Weiss implemented a remedial action plan to qualify its representations. This plan included: (1) updating the Weiss company logo to remove the phrase “US MADE;” (2) adding qualifying statements to marketing materials to explain that watches contain a combination of U.S. and Swiss parts; and (3) updating websites and social media.

Based on your actions and other factors, 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", with a stylized flourish at the end.

Julia Solomon Ensor  
Staff Attorney