



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

Bureau of Consumer Protection
Division of Enforcement

April 18, 2018

VIA FEDEX

John W. Van Lonkhuyzen
Verrill Dana LLP
One Portland Square
Portland, ME 04112

Dear Mr. Van Lonkhuyzen:

We received your submissions on behalf of your client, Saylite, LLC d/b/a Mobern Lighting ("Mobern" or the "Company"). During our review, we discussed concerns that marketing materials may have overstated the extent to which Mobern's lighting fixtures are made in the United States.

As discussed, unqualified "Made in USA," "Made in America," and "Manufacturing . . . in the USA" claims on marketing materials likely suggest to consumers that all products advertised in those materials are "all or virtually all" made in the United States. Accordingly, Mobern implemented a remedial action plan to avoid deceiving consumers. This plan included: (1) reviewing and revising the company's website and social media; (2) reviewing and revising the company's product catalog, product cut sheets, and other print advertisements; and (3) revising training materials for staff.

If, in the future, Mobern can substantiate claims that particular products are "all or virtually all" made in the United States, it would be appropriate for the Company to update its marketing materials accordingly.

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.

Sincerely,

A handwritten signature in blue ink, appearing to read "Julia Solomon Ensor".

Julia Solomon Ensor
Staff Attorney
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A handwritten signature in blue ink, appearing to read "Crystal D. Ostrum".

Crystal D. Ostrum
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