



PLAQUES & LETTERS.COM

Don Baker dba Designs&Signs aka Plaques&Letters.com
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False Advertising Complaints Against Various Online Competitors: NEW--
<http://www.getplaques.com/> aka www.kbronze.com et al; <http://castplaque.com/>;
Innovative Signs, Inc. Website: <http://www.innovativesigns.com/> ; Architarium Website:
<http://cast-bronze-plaque.com/index.html>

Mr. Charles Johnson
LA Attorney General's Office
Consumer Affairs Division
P.O Box 94005
Baton Rouge, LA 70804

Mr. Charles Johnson:

Please see enclosed four new False Advertising Complaints recently sent to the FTC. They include the Names & Contact Info for various online competitors of mine. You've previously addressed 10 others. These people pretend they are manufacturers, stating or implying that offer "manufacturer-direct" pricing & service. While they may manufacture *something*, or did in the past, they don't manufacture the majority of the architectural signage—cast metal and engraved plaques—which they claim to online. They are simply distributors, just like we are. These "manufacturer-pretenders" put honest distributors such as us at a competitive disadvantage because they lead customers to believe they'll get a better deal from them. They also do their customers—surely some in LA—a disservice because these products are being sold under False Pretenses. Customers don't like being hoodwinked, regardless of any deal made.

Complaints have been filed with the Federal Trade Commission about 16 parties (two I won't bother you with). Please visit my: http://www.plaquesandletters.com/ftc_false_adv_complaints.htm page. An updated copy is also enclosed. Cover letters etc. sent to the FTC were provided earlier.

Remedy: They cease pretending that they are manufacturers of cast metal plaques, stating or implying that they offer "manufacturer-direct" pricing, knowledge & service.

Thank You,

A handwritten signature in black ink that reads 'Don Baker'.

Don Baker