



PLAQUES&LETTERS.COM

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False Advertising Complaint Against Several Competitors: The PLAXX COMPANIES; Bronze Memorials, Inc.; signlettersontheweb.com; Franklin Bronze et al

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear FTC:

I am in the online architectural signage distribution industry. My online competitors are is well. The difference is, we tell the truth and stipulate that we are Distributors; the VAST majority of our competitors lie and pretend they are manufacturers, implying or even blatantly stating end users will be receiving "manufacturer-direct pricing". They don't...but they don't know that. Therefore they have been duped by these liars.

Please see the enclosed THE TRUTH ABOUT ARCHITECTURAL PLAQUES & LETTERS ACQUISITION document. Many are listed there. I've carefully scrutinized their online claims. They are all liars. I will also provide individual complaints about a few of the worst.

I have finally and fully realized that you're not going to do be able to do anything about the various online architectural signage distributors about which I have brought you False Advertising complaints. You have no law enforcement capabilities. You only act if MANY people complain about ONE company, such as happened with Blue Hippo. I don't foresee any others—whether they're architectural signage distributors OR buyers—making the same complaints. The first group is largely complicit in this; the latter group either doesn't know any better, or just "moves on", believing that nothing either can or will be done.

From research neither the FBI, U.S. Inspector General, DOJ, Secret Service (the DOJ thought they might), nor the Internet Crime Complaint Center is interested in single False Advertising complaints. I have been advised by LA's state Attorney General that they will "send them a letter". HOWEVER: I've spent a ton of time and even money preparing all of this. Perhaps eventually it will have some impact in some fashion. (Perhaps this is also why False Advertising runs rampant.)

Thank You,

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

Don Baker