



March 14, 2024

Via Electronic Filing

Presiding Officer Foelak
c/o Federal Trade Commission
Office of the Secretary
600 Pennsylvania Ave., N.W.
Washington, D.C. 20580

Re: Reviews and Testimonials Rule (16 CFR Part 465) (Project No. P214504)

Presiding Officer Foelak:

The Interactive Advertising Bureau (IAB) respectfully submits this response to the letter submitted by the Bureau of Consumer Protection (BCP Staff) on March 14, 2024. IAB requests

hearing brief not be considered. First, BCP surveys at the March 6, 2024 hearing including in particular about the Initial Survey which

objections, which they raised for the first time at the hearing session on March 6, 2024. Second, and importantly, this is an *informal* hearing proceeding. There are no rules of procedure that apply to this proceeding.

See 16 C.F.R. § 1.13(d)

as to all relevant and material evidence that was not added).

Sincerely,

A handwritten signature in black ink, appearing to read "Lartese M. Tiffith", is written over a horizontal line.

Lartese M. Tiffith, Esq.
Executive Vice President for Public Policy
Interactive Advertising Bureau