



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

Division of Advertising Practices

September 17, 2009

Bonnie Robson, Esq.
Deputy General Counsel, Litigation
People for the Ethical Treatment of Animals
501 Front Street
Norfolk, VA 23510

Re: Complaint Regarding Motomco Ltd.

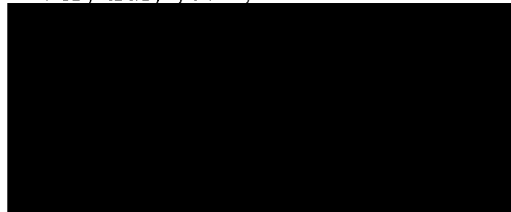
Dear Ms. Robson:

I am writing to inform you that the staff of the Federal Trade Commission has closed its investigation into claims made by Motomco Ltd. and Bell Laboratories, Inc. regarding claims for TOMCAT brand rodent control glue traps with eugenol. The investigation was in response to the August 19, 2008 complaint filed by your organization. Your complaint alleged that Motomco was making allegedly false and misleading claims about the humaneness of its rodent glue traps containing eugenol. The Commission has also received emails of complaint from thousands of individual consumers over the past several months.

In light of recent changes that Motomco has made to its product labeling and marketing materials, including discontinuing use of the term "anesthetic" and other terms that would imply humaneness based on the purported anesthetic properties of eugenol, the FTC staff has determined that no further action is warranted at this time. A copy of the staff's letter to Motomco detailing the basis for our decision to close the investigation is attached.

I appreciate your raising these concerns with the Commission. Please do not hesitate to contact me whenever you believe I may be of assistance.

Very truly yours,



Attachment