

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION**

**COMMISSIONERS:**      **Edith Ramirez, Chairwoman**  
                                 **Julie Brill**  
                                 **Maureen K. Ohlhausen**  
                                 **Terrell McSweeney**

	)	
	)	
<b>In the Matter of</b>	)	
	)	<b>DOCKET NO. C-4561</b>
<b>Step N Grip, LLC</b>	)	
<b>a corporation.</b>	)	
	)	

**DECISION AND ORDER**

The Federal Trade Commission (“Commission”) having initiated an investigation of certain acts and practices of Respondent Step N Grip, LLC (“Step N Grip”), a limited liability corporation, and Step N Grip having been furnished thereafter with a copy of the draft Complaint that the Bureau of Competition proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge Step N Grip with violations of Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. § 45; and

Step N Grip and counsel for the Commission having thereafter executed an Agreement Containing Consent Order (“Consent Agreement”), containing an admission by Step N Grip of all the jurisdictional facts set forth in the aforesaid draft of Complaint, a statement that the signing of said Consent Agreement is for settlement purposes only and does not constitute an admission by Step N Grip that the law has been violated as alleged in such Complaint, or that the facts as alleged in such Complaint, other than jurisdictional facts, are true, and waivers and other provisions as required by the Commission’s Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that Step N Grip has violated the said Act, and that a Complaint should issue stating its charges in that respect, and having accepted the executed Consent Agreement and placed such Consent Agreement on the public record for a period of thirty (30) days for the receipt and consideration of public comments, now in further conformity with the procedure described in Commission Rule 2.34, 16 C.F.R. § 2.34, the Commission hereby makes the following jurisdictional findings and issues the following Order:

1. Step N Grip, LLC, is a limited liability corporation organized, existing, and doing business under and by virtue of the laws of Michigan with its principal place of business in New Lothrop, Michigan.
2. The Federal Trade Commission has jurisdiction over the subject matter of this proceeding and of Step N Grip, and this proceeding is in the public interest.

## **ORDER**

### **I.**

**IT IS ORDERED** that, as used in this Order, the following definitions shall apply:

- A. “Step N Grip” means Step N Grip, LLC, its directors, officers, employees, agents, representatives, successors, and assigns; and any joint ventures, subsidiaries, partnerships, divisions, groups, and affiliates in each case controlled by Step N Grip, and the respective directors, officers, employees, agents, representatives, successors, and assigns of each.
- B. “Rug device” refers to any device that is used with or in conjunction with a rug, and includes any device used for the purpose of preventing the corner of a rug from curling.
- C. “Commission” means the Federal Trade Commission.
- D. The term “communicating” means any transmittal, exchange, transfer, or dissemination of information, regardless of the means by which it is accomplished, and includes all communications, whether written or oral, and all discussions, meetings, telephone communications, and email.
- E. The term “Competitor” means any Person actually or potentially engaged in the manufacture or sale of any rug device and includes its employees, agents, and representatives.
- F. “Person” includes Step N Grip and means both natural persons and artificial persons, including, but not limited to, corporations, partnerships, and unincorporated entities.

### **II.**

**IT IS FURTHER ORDERED** that in connection with the sale of any rug device in or affecting commerce, as “commerce” is defined by the Federal Trade Commission Act, Step N Grip shall cease and desist from, either directly or indirectly, or through any corporate or other device:

- A. Communicating with any Competitor regarding prices or rates, or prospective prices or rates, of Step N Grip or any Competitor; *provided, however*, that for purposes of this Paragraph II.A, Communicating does not include the transfer or dissemination of information to the public through websites or other widely accessible methods of advertising such as newspapers, television, signage, direct mail or online and social media.
- B. Entering into, attempting to enter into, adhering to, participating in, maintaining, organizing, implementing, enforcing, inviting, encouraging, offering or soliciting any agreement or understanding, express or implied, between or among Step N Grip and any Competitor:
  - 1. To raise, fix, maintain, or stabilize prices or price levels, rates or rate levels, or payment terms, or to engage in any other pricing action;
  - 2. To allocate or divide markets, customers, contracts, transactions, business opportunities, lines of commerce, or territories; or
  - 3. To set, change, limit or reduce service terms or service levels.
- C. Exhorting, requesting, suggesting, urging, advocating, encouraging, advising, or recommending to any Competitor, either publicly or privately, that such Competitor:
  - 1. Set, change, raise, fix, stabilize or maintain its prices or price levels, rates or rate levels, or payment terms, or engage in any other pricing action; or
  - 2. Set, change, reduce, limit, maintain, or reduce its service terms or service levels.
- D. Instructing or otherwise encouraging any dealer, distributor, or seller of rug devices to engage in conduct that Respondent is prohibited from engaging in under Paragraphs II.A, II.B, and II.C. of this Order.

### **III.**

**IT IS FURTHER ORDERED** that Step N Grip shall:

- A. Within thirty (30) days after the date on which this Order becomes final, provide to each of Step N Grip's officers, directors and employees a copy of this Order and the Complaint.
- B. For a period of four (4) years from the date this Order becomes final, provide a copy of this Order and the Complaint to any person who becomes a director,

officer, or employee of Step N Grip, and provide such copies within thirty (30) days of the commencement of such Person's employment or term as an officer or director.

- C. Require each person to whom a copy of this Order is furnished pursuant to Paragraph III.A. and III.B. above to sign and submit to Step N Grip within thirty (30) days of the receipt thereof a statement that (1) represents that the undersigned has read and understands the Order, and (2) acknowledges that the undersigned has been advised and understands that non-compliance with the Order may subject Step N Grip to penalties for violation of the Order.
- D. Retain documents and records sufficient to record Step N Grip's compliance with its obligations under Paragraph III of this Order.

#### IV.

**IT IS FURTHER ORDERED** that Step N Grip shall file a verified written report within sixty (60) days from the date this Order becomes final, annually thereafter for four (4) years on the anniversary of the date this Order becomes final, and at such other times as the Commission may by written notice require. Each report shall include, among other information that may be necessary:

- A. A copy of the acknowledgement(s) required by III.C. of the Order; and
- B. A detailed description of the manner and form in which Step N Grip has complied and is complying with this Order.

#### V.

**IT IS FURTHER ORDERED** that Step N Grip shall notify the Commission:

- A. Of any change in its principal address or place of business within twenty (20) days of such change in address; and
- B. At least thirty (30) days prior to:
  - 1. Any proposed dissolution of Step N Grip;
  - 2. Any proposed acquisition, merger, or consolidation of Step N Grip; or
  - 3. Any other change in Step N Grip including, but not limited to, assignment and the creation or dissolution of subsidiaries, if such change might affect compliance obligations arising out of this Order.

**VI.**

**IT IS FURTHER ORDERED** that, for the purpose of determining or securing compliance with this order, upon written request and upon five (5) days notice, Step N Grip shall, without restraint or interference, permit any duly authorized representative of the Commission:

- A. Access, during office hours and in the presence of counsel, to all facilities and access to inspect and obtain copies of relevant books, ledgers, accounts, correspondence, memoranda and all other records and documents in the possession or under the control of Step N Grip relating to compliance with this Order, which copying services shall be provided at the request of the authorized representative(s) of the Commission and at the expense of Step N Grip; and
- B. The opportunity to interview officers, directors, or employees of Step N Grip, who may have counsel present, related to compliance with this Order.

**VII.**

**IT IS FURTHER ORDERED** that this Order shall terminate on December 7, 2035.

By the Commission.

Donald S. Clark  
Secretary

SEAL:  
ISSUED: December 7, 2015