

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

COMMISSIONERS: Deborah Platt Majoras, Chairman  
Orson Swindle  
Thomas B. Leary  
Pamela Jones Harbour  
Jon Leibowitz

\_\_\_\_\_  
In the Matter of )

) Docket No. 9313

TELEBRANDS CORPORATION, *et al.* )

) PUBLIC VERSION  
)  
)

**NOTICE OF APPEAL**

Pursuant to FTC Rule of Practice § 3.52(a), Respondents Telebrands Corp., TV Savings, LLC and Ajit Khubani hereby give notice that they appeal against Counsel supporting the Complaint from (1) so much of the Initial Decision concludes that advertising for the Ab Force conveyed the claims that the use of the Ab Force by consumers causes loss of weight, inches, and fat; causes well-defined abs; and is an effective alternative to regular exercise; and (2) so much of the Findings of Fact and Conclusions of Law as find or conclude that the advertising for the Ab Force was false or misleading.

Respectfully submitted,

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October 6, 2004

Attorneys for Respondents

## **CERTIFICATE OF SERVICE**

The undersigned hereby certifies that on October 6, 2004, he caused a copy of the foregoing NOTICE OF APPEAL of Respondents Telebrands Corporation, TV Savings, LLC and Ajit Khubani to be delivered by hand to the following:

Honorable Stephen J. McGuire  
Chief Administrative Law Judge  
Federal Trade Commission  
600 Pennsylvania Ave., N.W.  
Washington, D.C. 20580

Elaine Kolish, Esquire  
Associate Director  
Division of Enforcement

James Reilly Dolan, Esquire  
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/s/ Edward F. Glynn, Jr.  
Edward F. Glynn, Jr.