



---

## Letter from Adore Me, Inc.

---

Tsai, Jeff [REDACTED]  
To: Laura Smith <lsmith@truthinadvertising.org>

Wed, May 4, 2016 at 2:31 PM

Ms. Smith,

Thank you for your email. As I noted in my letter, Adore Me welcomes the opportunity to discuss its business and operations with your organization.

The company does, in fact, “serious[ly] dispute” your conclusion that Adore Me’s terms are not “appropriately disclosed” --- indeed, Adore Me has worked very hard since its founding to make clear and conspicuous disclosures about its VIP Membership at multiple places. We appreciate your organization’s views on these matters, but the circumstances of your demand have made virtually impossible any attempt at good-faith compliance by the company. Your email and letter also do not indicate what the terms should look like in order to be “appropriately disclosed” from your viewpoint. Moreover, your correspondence sets forth no more than five business days to address your concerns.

We applaud your organization’s self-described role as the “go-to online resource dedicated to empowering consumers to protect themselves and one another against false advertising and deceptive marketing” and believe that the kinds of issues you have raised deserve serious consideration. Adore Me is committed to addressing customer issues and would welcome a real opportunity to discuss them with you.

Jeff

**Jeff Tsai**

Alston & Bird LLP

[650-838-2095](tel:650-838-2095) (Silicon Valley)

[213-576-2608](tel:213-576-2608) (Los Angeles)

**ALSTON&BIRD**