UNITED STATES OF AMERICA BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Deborah Platt Majoras, Chairman

Orson Swindle Thomas B. Leary Pamela Jones Harbour

Jon Leibowitz

In the Matter of)	
TELEDRANDS CORR)	
TELEBRANDS CORP.,)	
a corporation,)	
)	
TV SAVINGS, LLC,)	DOCKET NO. 9313
a limited liability company, and)	
)	
AJIT KHUBANI,)	
individually and as president of)	
Telebrands Corp. and sole member)	
of TV Savings, LLC.)	
)	

ORDER GRANTING MOTION FOR EXTENSIONS OF TIME TO FILE APPELLATE BRIEFS

Respondents have moved that the Commission grant an extension of time for the filing of briefs on the appeal and cross-appeal in this matter. Judge McGuire filed his Initial Decision and Order in this matter on September 15, 2004. Complaint Counsel filed a timely Notice of Appeal on October 4, 2004, and Respondents filed a timely Notice of Appeal on October 6, 2004. Pursuant to Commission Rule 3.52(g), 16 C.F.R. § 3.52(g) (2004), Respondents are deemed the Appellants and Complaint Counsel are deemed the Cross-Appellants/Appellees. Because the Respondents were served with the Initial Decision on September 23, 2004, they must currently file their Appeal Brief on or before October 25, 2004. Commission Rule 3.52(b), 16 C.F.R. § 3.52 (b). If service of that and subsequent briefs were effected on the opposing parties on the date on which each brief is due, and if Complaint Counsel perfect their cross-appeal, then Complaint Counsel's Answering and Cross-Appeal Brief would be due on or before November 24, 2004; Respondent's Reply Brief would be due on or before December 28, 2004; and

For purposes of this Order, Complaint Counsel's cross-appeal will be deemed to have been perfected if their initial brief contains their "arguments as to any issues [Complaint Counsel] is raising on cross-appeal . . ." Commission Rule 3.52(c), 16 C.F.R. § 3.52(c).

Complaint Counsel's Rebuttal Brief would be due on or before January 7, 2005.

Respondents indicate that "because of long-standing family commitments and travel plans, the proximity of the briefing schedule to the Thanksgiving, Christmas and New Years holidays would work substantial inconvenience and hardship on some of the counsel involved in this matter." Respondents therefore request that the Commission grant an extension of time for the filing of each of the appellate briefs. Respondents advise that Complaint Counsel have authorized them to state that they have no objection to the granting of the relief they request.

The Commission has determined to grant Respondents' motion. The time periods prescribed by the Commission Rules of Practice ordinarily should afford parties to FTC proceedings sufficient time to file pleadings and briefs of sufficient quality and detail to aid in the preparation of Commission opinions and orders. The proximity of the current briefing schedule to the Thanksgiving, Christmas and New Year's holidays, however, may interfere with that process. Accordingly,

IT IS ORDERED THAT (1) Respondents shall file their Appeal Brief on or before November 3, 2004, and (2) the appeal of Respondents shall be deemed perfected "by the timely filing of an appeal brief," for purposes of Commission Rule 3.51(a), 16 C.F.R. § 3.51(a), if Respondents file their Appeal Brief by that date;

IT IS FURTHER ORDERED THAT (1) Complaint Counsel shall file their Answering and Cross-Appeal Brief on or before December 7, 2004, and (2) Complaint Counsel's cross-appeal shall be deemed perfected "by the timely filing of an appeal brief" if Complaint Counsel file their Answering and Cross-Appeal Brief by that date, whether or not Respondents have previously perfected their appeal;

IT IS FURTHER ORDERED THAT Respondents shall file their Answering and Reply Brief on or before January 6, 2005; and

IT IS FURTHER ORDERED THAT Complaint Counsel shall file their Rebuttal Brief on or before January 18, 2005.

By the Commission.

Donald S. Clark Secretary

ISSUED: October 19, 2004