***[INSERT YOUR LETTERHEAD]***

**Your Ref:**

**Our ref:** *[insert]*

*[Date]*

General Manager  
Enforcement Division

The Australian Competition and Consumer Commission

23 Marcus Clarke Street

CANBERRA ACT 2601

Dear Professor Flenderson,

**Re: Alleged Breaches of the Australian Consumer Law - ACCC Investigation**

We act for Measured Mode Limited (MML) and write in reply to your letter to our client dated [*date*] regarding the above.

We advise that [*insert your name*] will be handling this matter. Please address all correspondence to them directly.

**MML’s previous representations**

Our client has taken the ACCC’s allegations very seriously and understands that its representations have caused concerns among its consumers and the ACCC. MML accepts that its advertising regarding:

[*set out the allegations made by the ACCC and how the ACCC has alleged these representations have been made and how they may contravene the ACL.*

*Note the client instructions that representations about MML’s clothing manufacturing process is ethical, humane and can be substantiated. You do not need therefore need to admit that these reps contravene the ACL*]

As a result of the ACCC’s investigation, MML has taken positive steps to ensure its representations and conduct do not give rise to any allegations of breaches of its obligations under the ACL.

**Changes MML has made**

[*explain the changes that MML has made to ensure it is compliant with the ACL*]

**Offer of a section 87B undertaking**

[*persuasive set out reasons why the ACCC should consider accepting a section 87B Undertaking – highlight any relevant factors having regard to information in the TSMs and the ACCC website regarding this type of resolution*]

We invite you to meet with us to discuss the proposed resolution at your convenience.

Please contact the writer in order to arrange this meeting.

Yours faithfully

**[*FIRM NAME]***

per: [*insert name*]

[*position*]