



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

November 21, 2014

AgeCheq Inc.
Roy R. Smith, II, CEO
146 Pine Grove Circle, First Floor

parties that have applied for approval of a new VPC method have also made clear that their own business model involves the use of a common consent mechanism.¹²

The proposed VPC methods used by AgeCheq are already recognized as a valid means of obtaining verifiable parental consent in the Rule, and AgeCheq is free to pursue the development of a common consent mechanism without Commission approval. Accordingly, the Commission denies AgeCheq's application.

By direction of the Commission.

Donald S. Clark
Secretary

¹² See Imperium, LLC's application, available at <http://www.ftc.gov/news-events/press-releases/2013/09/ftc-seeks-public-comment-imperium-llc-proposal-parental>; iVerify, Inc.'s application, available at <http://www.ftc.gov/news-events/press-releases/2013/12/ftc-seeks-public-comment-iverify-inc-proposal-parental>; Comment of AssertID, Inc.