



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Lois Greisman
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Division of Marketing Practices
Phone: (202) 326-3404

January 24, 2024

Via Federal Express
Dae Han Mortuary
751 W. Washington Blvd
Los Angeles, CA 90015

Re: Funeral Rule Compliance Notice

Dear Funeral Provider:

As you know, the Federal Trade Commission (“FTC”) has issued a trade regulation rule concerning funeral industry practices (“Funeral Rule”), 16 C.F.R. Part 453. The Funeral Rule became fully effective on April 30, 1984, and revisions to the Funeral Rule became effective on July 19, 1994. As amended, the Funeral Rule has the full force and effect of federal law.

The Funeral Rule requires that funeral providers disclose prices and other information to persons arranging funerals. The Funeral Rule requires disclosure of itemized price information both over the telephone and in writing concerning general funeral services and ancillary

against Dae Han Mortuary, you should take prompt remedial action to make sure Dae Han Mortuary and its staff provide accurate information over the phone about its prices and offerings.

Enclosed for your review is a copy of the business guide "Complying with the Funeral Rule." The guide is intended to help you comply with the Funeral Rule and includes information about your obligations to provide accurate information over the phone. If you have any questions after reviewing this letter and the guide, please call FTC attorneys Rebecca Plett at 202-326-3664 or Melissa Dickey at 202-326-2662.

Respectfully yours,



Louis C. Gorman
Associate Director
Division of Marketing Practices

Enclosure