



**Consumer Electronics Association**

1919 South Eads Street  
Arlington, VA  
22202 USA  
866-858-1555 toll free  
703-907-7600 main  
703-907-7601 fax  
CE.org

March 2, 2011

U.S. Securities and Exchange Commission  
100 F Street, N.E.  
Washington, D.C. 20549-1090

Attention: Ms. Elizabeth M. Murphy, Secretary

Re: Release No. 34-63547 (Dec. 15, 2010); File Number S7-40-10  
(Submitted via email: [rule-comments@sec.gov](mailto:rule-comments@sec.gov))

Dear Sir or Madam:

Please accept this letter as the formal endorsement of the Consumer Electronics Association (CEA) for comments submitted by the Information Technology Industry Council (ITI) on February 24, 2011 regarding Section 1502 of the Dodd-Frank Wall Street Reform and Consumer Protection Act.

CEA is the preeminent trade association promoting growth in the consumer electronics industry and our over 2,000 members include product and component manufacturers, retailers and internet providers. CEA, on behalf of its members, believes that the comments set forth by ITI on Section 1502 provide excellent guidance to the SEC on the implementation of this law.

Please do not hesitate to contact me if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Petricone".

Michael Petricone  
Senior Vice President, Government Affairs  
Consumer Electronics Association (CEA)