

Board of Governors of the Federal Reserve System, March 19, 2014.

Michael J. Lewandowski,

Associate Secretary of the Board.

[FR Doc. 2014-06437 Filed 3-24-14; 8:45 am]

BILLING CODE 6210-01-P

## FEDERAL RESERVE SYSTEM

### Notice of Proposals To Engage in or To Acquire Companies Engaged in Permissible Nonbanking Activities; Correction

This notice corrects a notice (FR Doc. 2014-06073) published on page 15343 of the issue for Wednesday, March 19, 2014.

Under the Federal Reserve Bank of Minneapolis heading, the entry for *Gapstow Capital Partners, L.P.; CJA Private Equity Financial Restructuring Master Fund I, L.P.; CJA Private Equity Financial Restructuring Fund I, Ltd., and its investors; CJA Private Equity Financial Restructuring GP I, Ltd.; Christopher J. Acito & Associates GP, LLC; Christopher J. Acito; and Jack T. Thompson*; all of New York, New York; and Timothy S.F. Jackson, Newtown, Connecticut is revised to read as follows:

A. Federal Reserve Bank of San Francisco (Gerald C. Tsai, Director, Applications and Enforcement) 101 Market Street, San Francisco, California 94105-1579:

1. *Gapstow Capital Partners, L.P.; Gapstow Financial Growth Capital GP I LLC; Gapstow Financial Growth Capital Fund I LP; CJA Private Equity Financial Restructuring Master Fund I, L.P.; CJA Private Equity Financial Restructuring Fund I, Ltd., CJA Private Equity Financial Restructuring GP I, Ltd.; Christopher J. Acito & Associates GP, LLC; Christopher J. Acito; and Jack T. Thompson*; all of New York, New York; and Timothy S.F. Jackson, Newtown, Connecticut; to acquire voting shares of Golden Pacific Bancorp, Sacramento, California, and thereby indirectly acquire control of Golden Pacific Bank, N.A., Marysville, California.

Comments on this application must be received by April 3, 2014.

Board of Governors of the Federal Reserve System, March 19, 2014.

Michael J. Lewandowski,

Associate Secretary of the Board.

[FR Doc. 2014-06436 Filed 3-24-14; 8:45 am]

BILLING CODE 6210-01-P

## FEDERAL TRADE COMMISSION

### Agency Information Collection Activities; Proposed Collection; Comment Request

**AGENCY:** Federal Trade Commission ("Commission" or "FTC").

**ACTION:** Notice and request for public comment.

**SUMMARY:** The FTC plans to conduct a study to examine consumer perception of environmental marketing claims. This is the first of two notices required under the Paperwork Reduction Act ("PRA") in which the FTC seeks public comments on its proposed research before requesting Office of Management and Budget ("OMB") review of, and clearance for, the collection of information discussed herein.

**DATES:** Comments must be received on or before May 27, 2014.

**ADDRESSES:** Interested parties may file a comment online or on paper, by following the instructions in the Request for Comment part of the **SUPPLEMENTARY INFORMATION** section below. Write "Green Marketing Consumer Perception Study, Project No. P954501" on your comment, and file your comment online at <https://ftcpublic.commentworks.com/ftc/organicstudypra>, by following the instructions on the web-based form. If you prefer to file your comment on paper, mail or deliver your comment to the following address: Federal Trade Commission, Office of the Secretary, Room H-113 (Annex J), 600 Pennsylvania Avenue NW., Washington, DC 20580.

**FOR FURTHER INFORMATION CONTACT:** Laura Koss, Attorney, 202-326-2890, or Hampton Newsome, Attorney, 202-326-2889, Division of Enforcement, Bureau of Consumer Protection, Federal Trade Commission.

#### SUPPLEMENTARY INFORMATION:

##### I. Background

The Commission's Guides for the Use of Environmental Marketing Claims ("Green Guides" or "Guides") (16 CFR part 260) help marketers avoid making unfair and deceptive environmental claims.<sup>1</sup> The Guides outline general principles that apply to all environmental marketing claims and provide guidance regarding specific categories of such claims.<sup>2</sup> These

<sup>1</sup> The Commission issued the Green Guides in 1992 (57 FR 36363) and subsequently revised them in 1996 (61 FR 53311), 1998 (63 FR 24240), and 2012 (77 FR 62121).

<sup>2</sup> 15 U.S.C. 45(a). The Commission's industry guides, such as the Green Guides, are

categories include: General environmental benefit claims such as "environmentally friendly"; degradable claims; compostable claims; recyclable claims; recycled content claims; source reduction claims; refillable claims; and "free-of" claims. The Green Guides explain how reasonable consumers are likely to interpret claims within these categories. The Guides also describe the basic elements necessary to substantiate claims and present options for qualifying them to avoid deception.<sup>3</sup> The illustrative qualifications provide "safe harbors" for marketers who want certainty, but do not represent the only permissible approaches. The Guides do not provide specific guidance regarding "organic" claims.

## II. The FTC's Proposed Study

### A. Study Description

The FTC plans to conduct Internet-based consumer research to explore consumer perceptions of certain environmental marketing claims, such as "organic" and "pre-consumer recycled content," to enhance the Commission's understanding of how consumers interpret such claims. The proposed study will compare participant responses regarding the meaning of such environmental marketing claims across different product variations. Specifically, using a treatment-effect methodology, the study will examine whether respondents viewing organic and recycled content claims believe that these products have particular environmental benefits or attributes depending on the context in which they are presented. For "recycled content" claims, the study will present questions about products produced with materials sourced under different scenarios and compare participant responses to those scenarios. Such materials described in the questions may come from products recycled by consumers or may derive from scraps that are left over from manufacturing other products and reprocessed to varying degrees. The study will also

administrative interpretations of the application of Section 5 of the FTC Act, 15 U.S.C. 45(a) to advertising claims. The Commission issues industry guides to provide guidance for the public to conform with legal requirements. These guides provide the basis for voluntary abandonment of unlawful practices by industry members. 16 CFR part 17. The Guides do not have the force and effect of law and are not independently enforceable. However, the Commission can take action under the FTC Act if a business makes environmental marketing claims inconsistent with the Guides. In any such enforcement action, the Commission must prove that the act or practice at issue is unfair or deceptive.

<sup>3</sup> The Guides do not, however, establish standards for environmental performance or prescribe testing protocols.