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wedi cannot dispute that the International Association of Plumbing and Mechanical Officials ("IAPMO") issued a Certificate of Listing for HYDRO-BLOK tileable shower receptors and shower kits each year during the period from March 2015 to March 2019. wedi's argument that the IAPMO was somehow duped into issuing, or otherwise should not have issued, such Certificates of Listing does not somehow render false the statement that the products were in fact certified. The same analysis applies with regard to the certifications of HYDRO-BLOK products by ICC Evaluation Service, a subsidiary of the International Code Council. Challenges to the process for certification do not show that the boasts about certifications that were actually received are untruthful.

In moving for reconsideration as to the Court's two-page discussion about the "HCFC-FREE" representation, an issue to which wedi devoted less than a sentence in its response to Wright's motion for summary judgment, see Resp. at 4 (docket no. 187), wedi relies heavily on a test report setting forth "--" next to the phrase "Ozone Depleting Substances, asserting that the Court should have interpreted "--" as meaning "no conclusion was given," see wedi's Mot. at 5-6 (docket no. 262). wedi does not explain how "no conclusion" supports its claim that the statement "HCFC-FREE" is literally false. wedi also fails to address the other basis on which the Court rejected its claim that "HCFC-FREE XPS" is literally false, namely the Safety Data Sheet submitted by wedi, which is a document disseminated by FUDA Thermal Insulation Material Co., Ltd., the manufacturer of the extruded polystyrene foam ("XPS") at issue, indicating that the XPS is "free of HCFC blowing agents and complies with EU Regulation EC/1005/2009," regarding substances that deplete the ozone layer. <u>See</u> Order at 21 (docket no. 260) (citing Ex. 37 to Kanter Decl. (docket no. 197 at 36)). wedi provides no reason why Wright could not rely on the Safety Data Sheet in labeling and marketing the HYDRO-BLOK products or why the Court could not consider the Safety Data Sheet in rejecting wedi's allegation of falsity.

(2) The Clerk is directed to send a copy of this Minute Order to all counsel of record.

Dated this 19th day of September, 2019.

William M. McCool
Clerk

s/Karen Dews
Deputy Clerk

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