



October 15, 2019

Hon. Raja Krishnamoorthi  
Chairman  
Subcommittee on Economic and Consumer Policy  
Committee on Oversight and Reform  
2157 Rayburn House Office Building  
Washington, DC 20515-6143

Dear Chairman Krishnamoorthi,

In follow-up to our original response to your letter and our subsequent conversations with Richard Trumka on October 11 and 15, 2019, we would like to reconfirm our position in relation to Logic's brand awareness initiatives.

In our letter dated October 3, 2019, we set out the minimal and responsible brand awareness initiatives that we currently conduct. It is clear that advertising through TV, radio and social influencers does not feature in these initiatives. Logic will always operate within the legislative and regulatory framework and in a responsible manner, as per its track record to date.

Logic will continue engaging with adult consumers in a way that complies with the law and the FDA's regulatory process to offer adult smokers an alternative to cigarettes. Our communication efforts are to ensure that adults are aware that a choice exists over and above Juul when it comes to ENDS products, something that would be impossible should the egregious conduct of the market leader result in our ability to communicate being stifled prematurely.

Logic's commitment to the regulatory framework is manifest in its submission of Pre-market Tobacco Applications nearly a year before necessary. We look forward to the Agency's rigorous science and evidence-based review, including the samples of marketing materials that have been included as part of our applications.

We appreciate your continued interest in this important issue. Should you have any questions or require any further information, please do not hesitate to contact me.

Yours sincerely,

Digitally signed by Loftin, Jerry  
DN: cn=Loftin, Jerry  
Date: 2019.10.15 19:55:53 -04'00'

**Jerry Loftin**

President

Logic Technology Development, LLC

**LOGIC**

600 College Road East #1100  
Princeton, NJ 08540  
609-525-4420