



August 7, 2017

***Via Electronic Filing***

The Hon. Rhonda K. Schmidlein, Chairman  
The Hon. David S. Johanson, Vice Chairman  
United States International Trade Commission  
500 E Street, SW  
Washington, D.C. 20436

Re: **Under Armour, Inc.'s Statement on the Public Interest**  
*Certain Semiconductor Devices, Semiconductor Device Packages, and*  
*Products Containing the Same, Inv. No. 337-TA-1010*

Dear Chairman Schmidlein, Vice Chairman Johanson, and Commissioners:

On behalf of Under Armour, I respectfully submit these comments in response to the Commission's Notice of Request for Statements on the Public Interest in the matter of *Certain Semiconductor Devices, Semiconductor Device Packages, and Products Containing the Same*, Inv. No. 337-TA-101, dated July 10, 2017.

Founded in 1996 and based in Baltimore, Maryland, Under Armour is a provider of athletic apparel, footwear, sporting goods, and accessories, including health and fitness-related consumer electronic devices. In 2016, Under Armour's revenues reached \$4.8 billion.

Under Armour is deeply concerned about the potential impact of an exclusion order on its business. In partnership with HTC (one of the respondents in this Investigation), Under Armour provides the HealthBox fitness system, the world's first fitness system created specifically to constantly measure, monitor, and manage core factors relating to health, such as body weight, body fat percentage, and progress towards fitness goals, among other things. The HealthBox's unique features allow Under Armour to remain competitive in the growing fitness-related "wearable tech" space.



More importantly, this technology provides a valuable resource to American consumers hoping to improve their overall health and fitness.<sup>1</sup>

Under Armour understands that the Administrative Law Judge (ALJ) in this Investigation has recommended an exclusion order and a cease and desist order relating to products containing accused semiconductor chips. An expansive remedial order such as the one the ALJ has recommended here poses significant repercussions to Under Armour, as it does not have an alternative supplier for its HealthBox product. If the Commission adopts the ALJ's recommended remedy, Under Armour will not be able to offer its HealthBox product to its customers, leading not only to lost sales for our company, but also to a loss of opportunities for American consumers to take advantage of this important health-related technology.

While Under Armour expresses no opinion on the merits of the Investigation, we are deeply concerned about the impact a remedial order may have on our ability to provide important fitness-related technology to our customers. If the Commission determines a remedy of some kind is appropriate, we urge you to consider tailoring any remedial order to avoid disruption to Under Armour's ability to offer the HealthBox to its customers, such as by delaying by six or more months the imposition of any remedy to allow HTC to qualify non-accused chips for this product.

Sincerely,

A handwritten signature in black ink, appearing to read 'Will Phillips'.

WILL PHILLIPS  
GENERAL MANAGER,  
CONNECTED DEVICES

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<sup>1</sup> Obesity in the United States has been increasingly cited as a major health crisis in recent decades, and is the cause of *hundreds of thousands* of deaths each year. See, e.g., <http://ajcn.nutrition.org/content/82/1/207S.full>.

### CERTIFICATE OF SERVICE

I, Pamela A. Freitik, hereby certify that the attached document has been served upon the following parties as indicated below on August 7, 2017.

The Honorable Lisa R. Barton Secretary to the Commission U.S. International Trade Commission 500 E Street SW, Room 112-A Washington, D.C. 20436	<input checked="" type="checkbox"/> Via EDIS <input type="checkbox"/> Via First Class Mail <input type="checkbox"/> Via Express Delivery <input checked="" type="checkbox"/> Via Hand Delivery
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The Honorable Dee Lord Administrative Law Judge U.S. International Trade Commission 500 E. Street SW, Room 317 Washington, D.C. 20436	<input type="checkbox"/> Via First Class Mail <input type="checkbox"/> Via Express Delivery <input checked="" type="checkbox"/> Via Hand Delivery <input checked="" type="checkbox"/> Via Electronic Mail at <a href="mailto:edward.jou@usitc.gov">edward.jou@usitc.gov</a>
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/s/ Pamela A. Freitik  
Pamela A. Freitik