



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

February 6, 2013

TOM GRUESKIN, TREASURER
ICPURPLE, INC.
P.O. BOX 2409
LA JOLLA, CA 90238-2409

Response Due Date
03/13/2013

IDENTIFICATION NUMBER: C00519835

REFERENCE: JULY MONTHLY REPORT (06/01/2012 - 06/30/2012)

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 2 item(s):

1. Schedule E supporting Line 24 of your report discloses Independent Expenditures supporting Angus S. King Jr. for the 2012 Maine Primary election. However, you have disclosed the Office Sought information for the California Primary election. Please amend Schedule E to provide the correct candidate, address, election designation, office sought, state and district information. 11 CFR §104.3(b)(3)(vii)
2. Schedule E supporting Line 24 of your report discloses an independent expenditure(s) on behalf of Angus S. King Jr., Linda Parks and Chad M. Condit, which appears to have been publicly disseminated or distributed after the primary date(s) in the respective state(s). Please be advised that if a communication is aired in one reporting period and the payment is made in a later reporting period, the independent expenditure should be reported as a memo entry on Schedule E when the communication is publicly disseminated or distributed, and on a Schedule D if it is a reportable debt under 11 CFR §104.11. When the payment for the independent expenditure is made, the report should show a payment on Schedule E and the same payment on Schedule D, if applicable.

Please amend your report to provide further clarifying information regarding the independent expenditures disclosed after the primary date(s).

- Your report disclosed a category of financial activity that has been reflected

ICPURPLE, INC.


Page 2 of 2

on the wrong line of the Detailed Summary Page. For your information and consideration when preparing future filings, operating expenditures should be properly disclosed on a separate Schedule B, supporting Line 21(b) of the Detailed Summary Page. Please refer to the instructions for each line when determining the proper categorization(s) for your next filing. (2 U.S.C § 434(b) and FORM 3X Instructions)

Please note, you will not receive an additional notice from the Commission on this matter. Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1176.

Sincerely,



Arman Tarzi
Campaign Finance Analyst
Reports Analysis Division