

Andrew Lustigman Quoted by Law360 on the FTC's Consumer Protection Rulemaking and Enforcement in 2023

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Andrew Lustigman, Chair of Olshan's Advertising, Marketing & Promotion's Group and Co-Chair of the firm's Brand Management & Protection Group, was quoted in Law360 (*subscription required*) on the Federal Trade Commission's ("FTC") consumer protection rulemaking and enforcement efforts in 2023. The agency's focus on pricing disclosures—specifically its October 2022 proposed rulemaking on addressing "junk fees," unnecessary, unavoidable, or surprise charges that inflate costs while adding little to no value to consumers—will potentially affect "a wide array of industries," Andy commented. "Similar rulemaking has been proposed by the U.S. Department of Transportation relating to airline pricing and ancillaries like baggage fees," he added. Additionally, the FTC is expected to continue focusing on advertisers' use of endorsements and testimonials that consumers increasingly rely on in digital commerce.

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