



It's been a busy year in consumer protection law and during this holiday season, we're taking stock of the past year and looking ahead to what's next.

In 2018, we saw many [class actions](#) related to pricing practices, scrutiny of [Made in USA claims](#), continued growth in popularity and the evolution of influencers ([CGI influencers!](#)), changes to [automatic renewal laws](#), and a [new slate of FTC Commissioners](#). In 2019, we expect significant activity in these areas, plus more activity related to [consumer reviews](#) and the [Consumer Review Fairness Act](#). Further, representatives from the FTC are signaling that the FTC may start seeking more monetary remedies for consumer protection violations moving forward (versus only injunctive relief and ongoing monitoring). Finally, the growth of the blockchain and digital currencies has raised a number of [complex legal issues](#) that companies using the blockchain must navigate, and 2019 will likely bring additional guidance (and challenges) in this area. For more thoughts on what comes next,

see our [Hot Ad Law Topics for the New Year](#).

Authors



[Jason S. Howell](#)

Partner

JHowell@perkinscoie.com [206.359.3134](tel:206.359.3134)

Explore more in

[Consumer Protection](#)

Blog series

Consumer Protection Review

Consumer Protection Review helps businesses that market and sell to consumers navigate federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection.

[View the blog](#)