

# Expectations for Consumer Protection Regulation and Enforcement in the Obama Administration

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Barack Obama's inauguration as the 44th President of the United States is certain to bring an increase in consumer protection regulation and enforcement across industries to levels not seen by American businesses since before Ronald Reagan initiated widespread deregulation nearly thirty years ago.

During the course of the campaign, Obama stressed the need for tougher enforcement of consumer protection laws. His campaign messages focused on mortgage fraud, a proposed "Credit Card Bill of Rights, and penalties for telemarketing fraud schemes, among other consumer protection issues.

Kelley Drye's Advertising Law Practice Group presents a forecast for how Obama's campaign promises will be implemented by the Federal Trade Commission (FTC), Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), and Federal Communications Commission (FCC), and a more heavily Democratic Congress in 2009 and beyond.