

FTC Delivers \$2 Million Reminder About The Mail Order Rule

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Yesterday, the FTC announced a court order requiring GOAT - an online marketplace for sneakers, apparel, and accessories - to pay more than \$2 million for violating the Mail Order Rule, which requires companies to have reasonable shipping practices. The FTC's complaint also alleged that GOAT offered an "Assurance of Authenticity" and "Buyer Protection" for consumers that received deficient products but that the company did not put a system in place to honor its policies.

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