

## PCMag Article on FTC's 'Click to Cancel' Rule Quotes Aaron Burstein and Beth Chun

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Partner [Aaron Burstein](#) and Special Counsel [Beth Chun](#) were quoted in *PCMag's* article, "U.S. Court Blocks FTC's 'Click to Cancel' Rule, a Win for Businesses."

A U.S. appeals court for the Eighth Circuit has blocked the FTC's much-anticipated "click-to-cancel" rule—also known as the Negative Option Rule—just days before its July 14 implementation. The rule would have required businesses nationwide to allow subscription cancellations to be as easy as sign-ups. The court vacated it due to procedural errors, specifically the FTC's failure to conduct a required preliminary regulatory analysis. Aaron and Beth were quoted, "In the longer term, it is unlikely that the FTC under its current leadership will attempt to resurrect the Rule, either by petitioning for review of the panel's decision or beginning a new rulemaking process."

[Read the full article here.](#)