

UNITED STATES OF AMERICA
Before the
FEDERAL TRADE COMMISSION
Washington, D.C. 20507

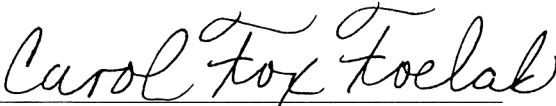
RULE MAKING PROCEEDING
Project No. P214504

RULE ON THE USE OF CONSUMER REVIEWS : ORDER
AND TESTIMONIALS : February 13, 2024

The Federal Trade Commission (FTC) commenced this proceeding with a Notice of Proposed Rulemaking, *Rule on the Use of Consumer Reviews and Testimonials*, 88 Fed. Reg. 49364 (Apr. 24, 2023) (NPRM). The FTC appointed the undersigned Administrative Law Judge to preside over the informal hearing in the proceeding, *Rule on the Use of Consumer Reviews and Testimonials*, 89 Fed. Reg. 2526 (Jan. 16, 2024) (Hearing Notice). A hearing session was held today, at which the following representatives of interested persons appeared: Kathryn Dean for Fake Review Watch; Lartase M. Tiffith for the Interactive Advertising Bureau (IAB); and Ben B. Beck for The Researchers.

IAB, in particular, has urged, and argued at the hearing, that there are material issues of disputed fact. Accordingly, the undersigned invited further submissions concerning such issues, including citing specific evidence that shows a material issue of fact is disputed. Noting that the administrative law judge's authority to extend the hearing is limited by 16 C.F.R. § 1.13(a)(2)(ii) to thirty days, any submissions should be filed by February 20, 2024. Copies of filings should also be sent to alj@sec.gov. This will allow time for further hearing sessions, if needed, to commence on or about February 26, 2024.

IT IS SO ORDERED.



Carol Fox Foelak
Administrative Law Judge