

***FTCWatch* Quotes Ian Barlow on FTC “Made in USA” Labeling Rule Enforcement**

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In *FTCWatch*'s article, “FTC Steps Up Enforcement of ‘Made in USA’ Labeling Rule,” Ian Barlow, former FTC Deputy Director and of counsel in Wiley's FTC and Consumer Protection practice, is quoted regarding the Federal Trade Commission's (FTC) recent increase in “Made in USA” enforcement actions, stating, “The FTC often times enforcement actions to release several at the same time to gain greater coverage and make greater impact on deterrence.” He also noted that the timing of the cases “fits with the president's emphasis on domestic manufacturing.”

For additional analysis on enforcement and compliance considerations related to “Made in USA” claims, see Wiley's alert, “President Trump's “Made in America” Executive Order Seeks to Enforce Accuracy of U.S.-Origin Claims.”

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