Fall Consumer Protection Conference

Wednesday, October 28 | *Virtual* | Open to AGO/GOV Staff Only	
9:00 am – 9:05 am	**Welcome Virtual Attendees/Welcome to Day 2**
9:05 am – 10:15 am	**Federal Partners Update Panel** Hear directly from our federal partners about their consumer protection priorities and recent enforcement efforts. MODERATOR: **Kate Donoven**, *Director, Center for Consumer Protection, National Association of Attorneys General* SPEAKERS: **Aaron Garza** *Legal Advisor to the Bureau Chief, Consumer and Governmental Affairs Bureau, Federal Communications Commission* **Richard Goldberg**, *Director, Cyber-Enabled Scam Initiative, Criminal Division, U.S. Department of Justice* **Katherine White**, *Principal Deputy Director, Bureau of Consumer Protection, Federal Trade Commission*
10:15 am – 10:30 am	**Break**
10:30 am – 11:45 am	**Complex Consumer Multidistrict Litigation Update** Complex consumer MDLs are rapidly evolving, with social media litigation presenting challenges that look very different from opioids, JUUL, and McKinsey. Drawing on perspectives from the bench, private practice, and state consumer protection leaders, this panel will explore best practices for navigating today's multidistrict litigation landscape, from case assessment and leadership structures to discovery, settlement, and consumer-focused remedies. MODERATOR: **Nick Akers**, *Senior Assistant Attorney General for Consumer Protection, California Attorney General's Office* SPEAKERS: **Aelish M. Baig**, *Partner, Robbins Geller Rudman & Dowd LLP* **Nathan Blake**, *Deputy Attorney General for Consumer Protection, Colorado Attorney General's Office*

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	Chris Lewis, *Division Chief, Division of Consumer and Senior Protection, Kentucky Attorney General's Office* **Honorable William H. Orrick**, *Senior United States District Judge, Northern District of California* **Thomas J. Perrelli**, *Firm Chair, Jenner & Block, LLP*
11:45 am – 12:15 pm	**Virtual Break**
12:15 pm – 1:15 pm	**It's a Mad-Mad-Mad Modern Housing Market – A Guide for Consumer Protection Teams** This panel will examine the consumer protection, antitrust, and fair housing concerns raised by fundamental shifts in the housing market, including their impact on competition, housing access, and home prices, while exploring potential enforcement strategies for state attorneys general. MODERATOR: **Alexis Cocco**, *Senior Counsel, Center for Consumer Protection, National Association of Attorneys General* SPEAKERS: **Abram Ellis**, *Partner, Simpson Thatcher & Bartlett LLP* **Chase Haller**, *Deputy Attorney General, Section Chief, Homeowner Protection Unit, Indiana Attorney General's Office* **Jorge A. Bonilla Lopez**, *Assistant Attorney General, District of Columbia Attorney General's Office* **Emily Peterson-Cassin**, *Director, Competition and Market Fairness, Consumer Federation of America* **Julian Quiñones**, *Assistant Attorney General, Connecticut Attorney General's Office*
1:15 pm – 1:20 pm	**Virtual Break –** *Onsite transition to the general session*
1:20 pm – 1:30 pm	**Remarks** **Kwame Raoul**, *Illinois Attorney General, NAAG Consumer Protection Committee Co-Chair*

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1:30 pm -2:25 pm	**Policing Prediction Markets** There are disagreements in whether prediction markets should be subject to state gambling regulations, but many agree that prediction markets - whether legal gambling or swaps - can have negative effects in other ways (public health concerns, improper influencer marketing). What ways can state attorneys general police prediction markets that may not conflict with the CFTC's position on preemption? Using more typical consumer protection tools, can attorneys general challenge prediction markets based on unfair or deceptive advertising or public health issues? MODERATOR: **Jessica Whitney**, *Deputy General Counsel, Minnesota Attorney General's Office* SPEAKERS: **Winston Berkman-Breen**, *Legal Director, Protect Borrowers* **Douglas Crapo**, *Deputy Attorney General, Public Protection, Utah Attorney General's Office* **Joseph Gasser**, *Assistant Attorney General, Connecticut Office of the Attorney General* **Joseph Schmansky**, *Principal Assistant Attorney General, Ohio Attorney General's Office*
2:30 pm – 3:25 pm	**A Deeper Dive – Influencer Campaigns, Undisclosed Partnerships, and User Generated Advertising in the Content Economy** While brick and mortar companies are subject to state and federal enforcement efforts, influencers themselves seem to escape unscathed. With the increase in marketing and use of social media, this panel will explore what the states and other regulators can do to curb bad (or uneducated) actors in the content economy. MODERATOR: **Chris Styron**, *Deputy Director, Public Protection, Louisiana Attorney General's Office* SPEAKERS:

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	Kati Daffan, *Founding Partner, Vaca Daffan LLP* **Monica Vaca** *Founding Partner, Vaca Daffan LLP*
3:25 pm – 3:40 pm	**Break**
3:40 pm – 4:30 pm	**Why is My Child Seeing This?** Why is my young child seeing advertisements? From food, snacks, and sugar-laden drinks online to video games, clothing brands, and movies, this panel will examine advertising to younger audiences with diminished capacity to understand commercials, product placement, and influencers. These concerns are heightened in the context of product placement and other "stealth" marketing by popular influencers on platforms like TikTok and YouTube. This session will discuss how state attorneys general can play a critical role in establishing guardrails, equipping parents, and protecting consumers from manipulative practices of child-directed content providers and their sponsors under state unfair, deceptive, or abusive practice (UDAP) laws. MODERATOR: **Christine Cryer**, *Deputy Attorney General, Arkansas Attorney General's Office* SPEAKERS: **Jennifer L. Harris**, *Senior Research Advisor, Rudd Center for Food Policy and Health, University of Connecticut* **Matthew Lapierre**, *Associate Professor, Department of Communication, University of Arizona* **Susan Linn**, **ED.D.**, *Founder, Fairplay*
4:35 pm – 5:25 pm	**Protecting Our Consumer Protection Statutes** States' UDAP statutes' breadth and remedial nature are often heralded by courts and scholars, but in both litigation and investigations, businesses have utilized various tactics to limit the scope of UDAP claims, from subject matter, geographic scope, and personal jurisdiction challenges to exceedingly narrow judicial interpretations. How successful have these tactics been? And how have different states responded? This session will feature discussion with Assistant Attorneys General from New York and Connecticut, who has seen the courts clip the wings of their UDAP statutes (for now), from Louisiana, whose UDAP statute still flies high, and from New York, whose clipped UDAP statute now soars again.

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	MODERATOR: **Jeff Hill**, *Executive Counsel, Tennessee Office of the Attorney General* SPEAKERS: **Rebecca Quinn**, *Assistant Attorney General, Connecticut Attorney General's Office* **Hanna Thomas**, *Assistant Attorney General Specialist, Office of Louisiana Attorney General* **Alec Webley**, *Assistant Attorney General, New York Attorney General's Office*
5:25 pm – 5:30 pm	**Wrap Up & Reminders**

The National Association of Attorneys General and the Center for Consumer Protection would like to extend special thanks to each of the Consumer Protection Conference Planning Committee members for their time and effort, without which this conference would not be possible.

Christine Cryer, Arkansas
Nathan Blake, Colorado
Rebecca Quinn, Connecticut
Mike Wertheimer, Connecticut
Victoria Finkle, Delaware
Chris Styron, Louisiana
Karen Valentine, Maryland
Jessica Whitney, Minnesota
Kunal Choksi, North Carolina
Melissa Wright, Ohio
Jared Libet, South Carolina
Jeff Hill, Tennessee
Douglas Crapo, Utah
Laura McFarlane, Wisconsin

Save the Date!
Spring Consumer Protection Conference
May 4-6, 2027

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