

LAW & ECONOMICS CENTER, GEORGE MASON UNIVERSITY SCHOOL OF LAW

Economics of Consumer Protection

Wednesday, October 22 through Friday, October 24, 2012

Agenda

Wednesday, October 22

Residence Inn Ballston

5:00 – 7:00 pm **Registration and Meet & Greet Reception**

Thursday, October 23

Classes held at GMU School of Law, Hazel Hall, Room 215

8:00 – 8:30 am **Breakfast**

8:30 – 9:45 am **Welcome**
Henry Butler, Executive Director, Law & Economics Center

The Law of Consumer Protection: The FTC Act, Unfairness, and Deception
James C. Cooper, Director, Research & Policy, Lecturer in Law, George Mason University School of Law

Reading Assignment:

[FTC Policy Statement on Unfairness](#), December 17, 1980

[FTC Policy Statement on Deception](#), October 14, 1983

FTC In the matter of Apple, Inc., 2014:

[Statement of Chairwoman Ramirez and Commissioner Brill](#)
[Statement of Commissioner Ohlhausen](#)
[Dissenting Statement of Commissioner Wright](#)

10:00 – 11:15 am **Economics of Information & Advertising**

J. Howard Beales, III, Professor of Strategic Management and Public Policy, The George Washington University School of Business

Reading Assignment:

Beales, [Testimony](#) Before the House of Representatives Committee on Energy and Commerce, Subcommittee on Commerce, Manufacturing, and Trade on The FTC at 100: Views from Academic Experts, February 28, 2014

Beales, et al, "[The Efficient Regulation of Consumer Information](#)", 24 Journal of Law and Economics 491 (No. 3, 1981)

11:30 am – 12:45 pm **Economics in Deception and Unfairness Analysis | Beales**

12:45 – 1:45 pm **Lunch**

Thursday, October 23 (cont.)

Classes held at GMU School of Law, Hazel Hall, Room 215

2:00 – 3:00 pm

Evolving First Amendment Protections of Commercial Speech | Cooper

Reading Assignment:

[*Sorrell v IMS Health, Inc.*](#), 131 S. Ct. 2653 (2011)

3:15 – 4:45 pm

Economics of Information and the FDA

Paul H. Rubin, Samuel Candler Dobbs Professor of Economics, Emory University

Reading Assignment:

Atherly and Rubin, "[The Cost-Effectiveness of Direct-to-Consumer Advertising for Prescription Drugs.](#)" 66 Med Care Res Rev 639 (2009)

Rubin, "[An Uncertain Diagnosis.](#)" Regulation (Summer 2005)

6:00 pm

Dinner at Willow

Friday, October 24

Classes held at GMU School of Law, Hazel Hall, Room 215

8:00 – 8:30 am

Breakfast

8:30– 9:45 am

The Economics of Privacy & Data Security | Rubin

Reading Assignment:

Rubin, "[Ten Fallacies About Web Privacy](#)", The Wall Street Journal, Opinion Page (August 30, 2010)

Lenard and Rubin, "[In Defense of Data: Information and the Costs of Privacy.](#)" Technology Policy Institute Report (May 2009)

10:00 – 11:15 am

The Role of Economics in Consumer Protection: A View from the FTC
Honorable Maureen K. Ohlhausen, Commissioner, Federal Trade Commission

11:15 am

Adjourn