

In *New York Law Journal*, Jenner & Block Partners Examine New York Consumer Protection Law

Publications

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In a recent article for the *New York Law Journal*, Partners Jeremy Creelan, Laurel Loomis Rimón, Michael Ross, and Megan Poetzel, examine New York's sweeping expansion of consumer protection law in 2026.

The authors take a close look at the Fostering Affordability and Integrity through Reasonable (FAIR) Business Practices Act, which went into effect on February 17, 2026, the first major update to the state's primary consumer protection statute in 45 years.

Jeremy and Laurel, co-chairs of the firm's Fintech and Crypto Assets Practice, Michael and Megan, co-chairs of the firm's Financial Litigation Practice, and Associate Dylan Madoff explain how the FAIR Act expands the statute beyond "deceptive" acts to prohibit "unfair" and "abusive" practices, significantly broadening the enforcement authority of the New York Attorney General. The article also examines New York City's new task force targeting hidden junk fees, and what both developments could mean for companies operating in or doing business with the state of New York.

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