

FEDERAL TRADE COMMISSION

16 CFR Part 437

Business Opportunity Rule

AGENCY: Federal Trade Commission.

ACTION: Advance notice of proposed rulemaking; extension of comment period.

SUMMARY: The Federal Trade Commission (“FTC” or “Commission”) is extending the deadline for filing comments on its advance notice of proposed rulemaking (“ANPR”) concerning its trade regulation rule entitled the “Business Opportunity Rule” (“Business Opportunity Rule” or “Rule”).

DATES: The deadline for comments on the advance notice of proposed rulemaking published November 25, 2022 at 87 FR 72428 is extended. Comments must be received on or before January 31, 2023.

ADDRESSES: Interested parties may file a comment online or on paper by following the instructions in the Comment Submissions part of the **SUPPLEMENTARY INFORMATION** section below. Write “Business Opportunity Rule ANPR, 16 CFR Part 437, Project No. R511993” on your comment, and file your comment online at <https://www.regulations.gov>. If you prefer to file your comment on paper, mail your comment to the following address: Federal Trade Commission, Office of the Secretary, 600 Pennsylvania Avenue, NW, Suite CC-5610 (Annex B), Washington, DC 20580.

FOR FURTHER INFORMATION CONTACT: Christine M. Todaro, (202) 326-3711, ctodaro@ftc.gov, Melissa Dickey, (202) 326-2662, mdickey@ftc.gov, or Andrew Hudson, (202) 326-2213, ahudson@ftc.gov, Division of Marketing Practices, Bureau of Consumer Protection, Federal Trade Commission, Mailstop CC-5201, 600 Pennsylvania Avenue NW, Washington, DC

20580.

SUPPLEMENTARY INFORMATION:

I. Comment Period Extension

On November 25, 2022 (87 FR 72428), the Commission published in the Federal Register an ANPR with a January 24, 2023 deadline for filing comments. The Commission published the ANPR to solicit comments about the efficiency, costs, benefits, and regulatory impact of the Rule, as part of its ten-year regulatory review plan, as well as to inform its consideration of whether the Rule should be extended to include business opportunities and other money-making opportunity programs not currently covered by the Rule, including business coaching and work-from-home programs, investment coaching programs, and e-commerce opportunities.

Interested parties have subsequently requested an extension of the public comment period to give them additional time to respond to the ANPR's request for comment. The Commission agrees that allowing additional time for filing comments in response to the ANPR would help facilitate the creation of a more complete record. The Commission has therefore decided to extend the comment period for 7 days, or to January 31, 2023. A 7-day extension will provide commenters adequate time to address the issues raised in the ANPR.

II. Request for Comment

You can file a comment online or on paper. For the Commission to consider your comment, the Commission must receive it on or before January 31, 2023. Write "Business Opportunity Rule ANPR, 16 CFR Part 437, Project No. R511993" on the comment. Your comment—including your name and your state—will be placed on the public record of this proceeding, including, to the extent practicable, on the <https://www.regulations.gov> website. The Commission strongly encourages you to submit your comment online through the <https://www.regulations.gov> website.

To ensure the Commission considers your online comment, please follow the instructions on the web-based form.

If you file your comment on paper, write “Business Opportunity Rule ANPR, 16 CFR Part 437, Project No. R511993” on your comment and on the envelope, and mail your comment to the following address: Federal Trade Commission, Office of the Secretary, 600 Pennsylvania Avenue NW, Suite CC-5610 (Annex B), Washington, DC 20580.

Because your comment will be placed on the public record, you are solely responsible for making sure that your comment does not include any sensitive or confidential information. In particular, your comment should not contain sensitive personal information, such as your or anyone else’s Social Security number; date of birth; driver’s license number or other state identification number or foreign country equivalent; passport number; financial account number; or credit or debit card number. You are also solely responsible for making sure your comment does not include any sensitive health information, such as medical records or other individually identifiable health information. In addition, your comment should not include any “[t]rade secret or any commercial or financial information which . . . is privileged or confidential”—as provided in Section 6(f) of the FTC Act, 15 U.S.C. 46(f), and FTC Rule 4.10(a)(2), 16 CFR 4.10(a)(2)—including in particular competitively sensitive information such as costs, sales statistics, inventories, formulas, patterns, devices, manufacturing processes, or customer names.

Comments containing material for which confidential treatment is requested must be filed in paper form, must be clearly labeled “Confidential,” and must comply with FTC Rule 4.9(c), 16 CFR 4.9(c). In particular, the written request for confidential treatment that accompanies the comment must include the factual and legal basis for the request and must identify the specific portions of the comment to be withheld from the public record. *See* FTC Rule 4.9(c). Your comment will be kept confidential only if the General Counsel grants your request in accordance

with the law and the public interest. Once your comment has been posted publicly at <https://www.regulations.gov>—as legally required by FTC Rule 4.9(b), 16 CFR 4.9(b)—we cannot redact or remove your comment, unless you submit a confidentiality request that meets the requirements for such treatment under FTC Rule 4.9(c), and the General Counsel grants that request.

Visit the FTC website to read this document and the news release describing it. The FTC Act and other laws that the Commission administers permit the collection of public comments to consider and use in this proceeding as appropriate. The Commission will consider all timely and responsive public comments it receives on or before January 31, 2023. For information on the Commission’s privacy policy, including routine uses permitted by the Privacy Act, see <https://www.ftc.gov/siteinformation/privacy-policy>.

By direction of the Commission.

April J. Tabor, *Secretary*.