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CONSUMER PRODUCT SAFETY LAW

NEWSLETTER OF THE ADVERTISING, MARKETING & MEDIA PRACTICE GROUP OF MANATT, PHELPS & PHILLIPS, LLP

Special Bulletin

President Bush Signs Sweeping New Consumer Product Safety Law

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On August 14, 2008, President George W. Bush signed into law HR 4040, the Consumer Product Safety Improvement Act of 2008 ("the Act"). The sweeping reforms became Public Law, PL 110-314, 122 Stat. 3016. According to White House Deputy Press Secretary Tony Fratto, "[t]his bill will help to ensure that products Americans find on their store shelves are safe and that the regulating agencies have the resources they need to enforce law."

As previously reported in Manatt's [August 5, 2008](#) Special Bulletin, the U.S. Senate and House of Representatives overwhelmingly approved the conference report on HR 4040. The Act is largely the product of public alarm about numerous toy safety recalls that took place last year. It will comprehensively overhaul the way the Consumer Product Safety Commission does business and will have a dramatic impact on the products and businesses under its jurisdiction. Key provisions are summarized in the [August 5, 2008](#), Special Bulletin.

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[Kerrie L. Campbell](#) Ms. Campbell (formerly Hook) specializes in consumer product safety counseling and represents major manufacturers and retailers in investigation, enforcement and penalty proceedings

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before the U.S. Consumer Product Safety Commission (CPSC). Ms. Campbell counsels clients concerning compliance with the Consumer Product Safety Act, Flammable Fabrics Act and other statutes regulated by the CPSC. Ms. Campbell advises clients on potential reporting requirements, product recalls and FOIA requests. She is a member of the Advisory Board for BNA's Product Safety and Liability Reporter and a frequent speaker on CPSC issues.



Ivan J. Wasserman Mr. Wasserman is an experienced CPSC Lawyer who draws upon his strong background in consumer product safety issues to help clients comply with the CPSC's labeling and reporting requirements. When a corrective action is necessary, he helps clients conduct effective product recalls and minimize adverse publicity. In addition, Mr. Wasserman advises clients on the advertising and labeling of products such subject to the jurisdiction of the Food and Drug Administration (FDA).