



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Chair

Statement of Chair Lina M. Khan
Regarding the Advance Notice of Proposed Rulemaking
on the Business Opportunity Rule
Commission File No. R511993

November 17, 2022

The Business Opportunity Rule protects Americans from false promises of easy riches. A business opportunity may be pitched as a way for a buyer to immediately get a business up and
UXQQLQJ 7KH SRLQW RI WKH UXOH LV WR PDNH VXUH SHRS
UHDOLVWLF VHQVH RI KRZ PFK WKH UH OLNHO WR HDUQ
information up front.

Opportunity Rule. Keeping rules up-