



ROBINSON BRADSHAW & HINSON

INTELLECTUAL  
PROPERTY  
ALERT

ROBINSON BRADSHAW & HINSON

JULY 2009

## FTC Postpones Red Flags Implementation One More Time



By Robert M. Bryan and John M. Conley

As we advised you in an alert last week, the Federal Trade Commission's long-delayed Red Flags Rule for preventing identity theft in credit transactions was scheduled to take effect on August 1. But in a press release issued earlier today, the FTC has postponed the deadline once again, this time until November 1, 2009. The stated reason for the delay is to give businesses more time to educate themselves about the Rule and develop compliance programs. The Rule has been in effect for banks and other traditional lending institutions since November 1, 2008, so this delay applies only to businesses other than traditional financial institutions that regularly extend credit to customers. Visit <http://www.ftc.gov/opa/2009/07/redflag.shtm> to see the FTC's announcement.

---

Robinson, Bradshaw & Hinson, P.A. is a corporate and commercial law firm with more than 125 attorneys. The firm has offices in Charlotte and Chapel Hill, North Carolina, and Rock Hill, South Carolina. For over forty years, the firm has consistently provided innovative solutions to its clients' business needs from both a legal and practical perspective. The firm serves as counsel to public and closely held corporations operating in domestic and foreign markets; limited liability companies; limited and general partnerships; individuals; municipal, county and state agencies; public utilities; health care institutions; financial institutions and tax-exempt organizations. For more information on Robinson, Bradshaw & Hinson, please visit our Web site at [www.rbh.com](http://www.rbh.com).