

PROBLEM

THEORY

APPLICATION

Consumer Law as "Regulation":

- Too Political
- Too Bureaucratic

Undermines fundamental values of Contract Law:

"Freedom of Contract"

Consumer transactions characterised by *"Structural Inequality"*.

Inequality of:

- Bargaining Power
- Information Power
- Litigious Power

A NEW THEORY OF CONSUMER LAW *"Quantum Contract"*

Contract Law

- Black Letter
- Courts Determine Rights
- Hard and Fast Rules

Consumer Law

- Principles and Guideline
- Contextual Uncertainties
- Alternative Dispute Resolution
- Flexible Remedies/Resolutions

QUANTUM PHYSICS

NEWTONIAN PHYSICS

Restore true freedom of contract to consumers to overcome structural inequality.

Bargaining Power

Unfair Contract Terms, Legislation

Information Power

Prescribed Targeted Disclosure
ie *"What's missing?"*

Litigious Power

• Alternative Dispute Resolution
• Class Action Remedies