

# 2024 State AG Year in Review

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State attorneys general (AGs) continue to play a pivotal role as innovators, shaping the regulatory environment by leveraging their expertise and resources to influence policy and practice. The public-facing nature of AG offices across the U.S. compels them to respond to constituent concerns on abbreviated timetables. This political sensitivity, combined with the AGs' authority to address both local and national issues, underscores their significant influence in the current regulatory environment.

Troutman Pepper Locke's nationally recognized State AG team closely monitors developments in this complex and rapidly evolving regulatory landscape, serving as a trusted partner for clients seeking assistance with state AG enforcement, litigation, and compliance matters. The *2024 State AG Year in Review* provides a comprehensive overview of the evolving regulatory landscape, highlighting key events and trends that defined the year. This report underscores the state AGs' focus on several sectors, themes, and industries, including: (1) antitrust; (2) artificial intelligence; (3) consumer financial services; (4) environmental and energy; (5) marketing and advertising; (6) pharma and health sciences; (7) privacy and cyber; and (8) private equity.

Our team is committed to guiding companies through current challenges and preparing for future obligations, enabling them to concentrate on business growth rather than regulatory concerns. We trust that this report will be a valuable resource in these efforts.

To access the report, please [click here](#).

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