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Troutman Pepper Locke Partner Ashley Taylor Co-Edits ABA Book on Consumer Protection and the Rise of State Attorney General Enforcement

Comprehensive Guide Offers Insights Into Enforcement Actions, Challenges, and Priorities

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RICHMOND – Ashley L. Taylor, Jr., co-leader of Troutman Pepper Locke's nationally ranked State Attorneys General Practice, co-edited a new book published by the American Bar Association titled **Consumer Protection: Understanding Enforcement Actions Brought by State Attorneys General**. Given the growing regulatory power of state attorneys general in highly regulated industries, companies are at risk of bet-the-company government investigations, enforcement actions, and high-stakes litigation.

The book aims to educate in-house counsel and practitioners concerning the unique legal skills related to the state attorneys general practice and provides a comprehensive guide that covers distinctive laws, processes, and perspectives in consumer protection work. It reveals the unwritten rules of state attorneys general offices to enhance understanding and transparency, offering practical guidance from both the defense and government's perspectives.

"The regulatory landscape is constantly evolving and when the administration changes at the end of the month, we anticipate a significant uptick in state attorneys general investigations and enforcement. The Troutman Pepper Locke state attorneys general team closely tracks regulatory and enforcement issues nationwide to ensure our clients know what to do if state AG focus falls on them," said Taylor. "I am excited to share this book to shed some light on how attorney general offices allocate enforcement resources, prioritize their actions, and how to develop comprehensive, thoughtful strategies when dealing with this most formidable authority."

Taylor is a nationally recognized and sought-after strategist who has been *Chambers*-ranked for 10 years and has practiced in this field for over two decades. Clients benefit from his experience as a former deputy attorney general and insights gained from handling industry-shaping, multistate investigations, and litigation before every state AG in the U.S., as well as the federal agencies that regulate his clients' businesses.

Through case studies and essays, the book illustrates various strategies employed by attorney generals to address issues like deceptive practices, environmental violations, and health care fraud. Each chapter delves into enforcement challenges and solutions, providing a resource that balances legal theory with practical insights.

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Other topics include enforcement priorities, critical statutes, available remedies, and investigative processes, as well as confidentiality considerations, multistate investigations, and coordination with federal agencies.

Troutman Pepper Locke's State Attorneys General practice has become a go-to for clients seeking assistance with state AG enforcement, litigation, and compliance matters, and is one of only a few ranked nationwide by *Chambers USA* in the category. The practice comprises more than 40 attorneys, including numerous former state AG officials, with team members handling AG investigations involving all 50 states, the District of Columbia, and U.S. territories.

Consumer Protection: Understanding Enforcement Actions Brought by State Attorneys General can be ordered on the ABA website here.

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Troutman Pepper Locke helps clients solve complex legal challenges and achieve their business goals in an ever-changing global economy. With more than 1,600 attorneys in 30+ offices, the firm serves clients in all major industry sectors, with particular depth in energy, financial services, health care and life sciences, insurance and reinsurance, private equity, and real estate. Learn more at troutman.com.

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