

Troutman Pepper Locke State Attorneys General Monitor – September 10, 2026

CONTACTS

Stephen C. Piepgrass | Clayton S. Friedman

State attorneys general (AG) increasingly impact businesses in all industries. Our nationally recognized [state AG team](#) has been trusted by clients for more than 20 years to navigate their most complicated state AG investigations and enforcement actions.

State Attorneys General Monitor analyzes regulatory actions by state AGs and other state administrative agencies throughout the nation. Contributors to this newsletter and related [blog](#) include attorneys experienced in regulatory enforcement, litigation, and compliance. Also visit our [State Attorneys General Monitor microsite](#).

Contact our State AG team at StateAG@troutman.com.

MULTISTATE AG NEWS

FTC AND 22 STATES CHALLENGE AMAZON'S DIGITAL ADVERTISING PRICING PRACTICES IN FEDERAL COURT

By [Troutman Pepper Locke State Attorneys General Team](#)

On August 31, the Federal Trade Commission (FTC), joined by the attorneys general of 22 states, filed a [complaint](#) in the U.S. District Court for the Western District of Washington alleging that Amazon.com, Inc. overcharged its approximately 1.2 million advertising customers by manipulating the auctions it uses to set ad prices on its platform. The complaint alleges that, for more than seven years, Amazon covertly inflated advertising prices and that the alleged practice likely extracted more than \$20 billion from its advertising customers. Amazon has not responded to the complaint yet, and the allegations have not been proven in court.

[Read more](#)

SINGLE-STATE AG NEWS

SWIPE RIGHT ON COMPLIANCE: MATCH GROUP'S SETTLEMENT WITH NEW JERSEY OVER CRIMINAL-BACKGROUND SCREENING POLICIES

By [Troutman Pepper Locke State Attorneys General Team](#)

On September 1, the New Jersey AG and Division of Consumer Affairs announced that Match Group, Inc. (MGI),

the Texas-based operator of several major online dating platforms, will pay \$650,000 and implement changes to its business practices to settle allegations that it violated New Jersey's consumer protection and internet dating safety laws.

[Read more](#)

UPCOMING AG EVENTS

- October: AGA | Working Group Meetings | Denver, CO
- October: NAAG | Fall Consumer Protection | Washington, DC
- November: RAGA | Fall National Meeting | Dallas, TX
- November: DAGA | Policy Conference | Chicago, IL
- November: AGA | International Delegation | Australia

For more on upcoming AG Events, [click here](#).

Troutman Pepper Locke's State Attorneys General team combines legal acumen and government experience to develop comprehensive, thoughtful strategies for clients. Our attorneys handle individual and multistate AG investigations, proactive counseling and litigation, and manage ancillary regulatory issues. Our successful approach has been recognized by *Chambers USA*, which ranked our practice as a leader in the industry.

RELATED INDUSTRIES + PRACTICES

- [Enforcement Actions + Investigations](#)
- [Regulatory Investigations, Strategy + Enforcement](#)
- [State Attorneys General](#)