

# Troutman Pepper State Attorneys General Monitor — August 2, 2024

## WRITTEN BY

Ashley L. Taylor, Jr. | Clayton S. Friedman

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State attorneys general increasingly impact businesses in all industries. Our nationally recognized state AG team has been trusted by clients for [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.

Contact our State AG Team at [StateAG@troutman.com](mailto:StateAG@troutman.com).

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## Troutman Pepper Spotlight

### TROUTMAN PEPPER WELCOMES FORMER MISSOURI DEPUTY SOLICITOR GENERAL

By [Troutman Pepper State Attorneys General Team](#) and [Jeff Johnson](#)

[Jeff Johnson](#), former deputy solicitor general in the Missouri AG's office, has joined Troutman Pepper's Regulatory Investigations, Strategy + Enforcement (RISE) practice and nationally recognized State AG team.

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## Multistate AG Updates

### 30 STATES REACH SETTLEMENT OUTLINING EXPECTATIONS FOR PAID ENDORSEMENTS

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

Last week, a bipartisan coalition of 30 state AGs, led by Florida, Illinois, New York, and Texas, reached a settlement with Cameo — an online service that allows fans to pay for customized messages from celebrities — establishing state AGs' expectations regarding a company's duty to include disclosures identifying the connection between a paid endorser and the business brand being endorsed. The settlement with Cameo not only demonstrates that state AGs are scrutinizing whether companies are complying with federal laws and regulations such as the [Federal Trade Commission's \(FTC\) endorsement guidelines](#), but also their willingness to establish clear, bright-line rules for compliance that other companies should heed.

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## State AG Updates

### ARIZONA FILES ANOTHER LAWSUIT AGAINST AUTOMOBILE INDUSTRY FOR ALLEGED EMISSIONS VIOLATIONS

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

Last week, Arizona AG Kris Mayes filed a [lawsuit](#) against FCA (formerly Fiat Chrysler) and Cummins for alleged violations of the Arizona Consumer Fraud Act by falsely advertising that certain vehicles were “clean diesel” vehicles, when in fact the vehicles allegedly had illegal emissions defeat devices. The lawsuit constitutes another example of the state of Arizona retaining outside counsel to take action against the automobile industry regarding the alleged use of emissions defeat devices.

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### WISCONSIN AG RESOLVES INVESTIGATION INTO ALLEGED VIOLATION OF STATE AIR LAWS WITH \$85K SETTLEMENT

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

Wisconsin AG Josh Kaul has [announced](#) an \$85,000 settlement with the global food supply company [Kerry, Inc.](#) in relation to the company’s operation of a liquid smoke manufacturing facility.

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## AG Of the Week

### AUSTIN KNUDSEN, MONTANA

Austin Knudsen assumed the office as the 25th AG of Montana in January 2021.

Knudsen earned bachelor’s degrees in sociology and political science from Montana State University, where he also earned his law degree. After law school, he worked at a law firm in Plentywood before opening his own practice in Culbertson.

In 2010, Knudsen was elected to serve as the representative for House District 34. He took on leadership roles within his caucus and was elected speaker pro tempore (deputy speaker) in his second session of service. Then, in 2015 and again in 2017, Knudsen was elected by all 100 members of the State House to the position of speaker of the House.

A fifth-generation Montanan, AG Knudsen and his wife, Christie, have three children, Leah, Connor, and Reagan.

### Montana AG in the News

- On June 28, Knudsen [issued](#) a statement supporting the Supreme Court decision to reverse restrictions on homeless camp bans.
- On June 25, Knudsen [announced](#) 61 new law enforcement academy graduates, who will serve as officers in 39 agencies across the state.

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## Upcoming AG Events

- August: DAGA | Democratic National Convention | Chicago, IL
- August: RAGA | Victory Fund Golf Retreat | Pebble Beach, CA
- September: NAAG | Presidential Summit | Portland, OR

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

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