

# Troutman Pepper State Attorneys General Monitor — March 21, 2024

## WRITTEN BY

[David B. Dove](#) | [Stephen C. Piepgrass](#) | [Ashley L. Taylor, Jr.](#) | [Avi Schick](#) | [Samuel E. "Gene" Fishel](#) | [Michael A. Lafleur](#) | [Judith "Judy" Jagdmann](#) | [Trey Smith](#) | [Michael Yaghi](#) | [Clayton S. Friedman](#) | [Susan N. Nikdel](#) | [Natalia A. Jacobo](#) | [John Sample](#) | [Whitney L. Shephard](#) | [Namrata Kang](#) | [Timothy J. "Tim" Bado](#) | [Christopher Carlson](#) | [Daniel Waltz](#)

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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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## State AG Updates

### **NEW YORK AG SUES TOP BEEF PRODUCER FOR ALLEGED FALSE “NET-ZERO” CLAIMS AND DECEPTIVE TRADE PRACTICES**

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

New York Attorney General (AG) Letitia James is suing [JBS USA Food Company](#) and JBS USA Food Company Holdings under New York’s consumer protection laws for allegedly attempting to boost consumer sales by making sustainability claims in its advertising that it had “no viable plan” for achieving.

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### **NEW JERSEY AG CRACKS DOWN ON BUMBLE FOR ALLEGEDLY MISREPRESENTING CRIMINAL BACKGROUND CHECKS POLICY**

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

New Jersey Attorney General (AG) Matthew J. Platkin and the Division of Consumer Affairs (Division) took action against the popular dating app company, Bumble, Inc., for alleged violations of the state’s consumer protection and internet dating safety laws.

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## **NEW YORK AG SUES YELLOWSTONE CAPITAL OVER ALLEGED “FRAUDULENT LOANS” TARGETING SMALL BUSINESSES**

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

New York Attorney General (AG) Letitia James filed a lawsuit on March 5 against Yellowstone Capital, its founder David Glass, and a network of 30 other affiliated companies and individuals. James alleges that Yellowstone Capital, acting through a myriad of different company names, engaged in an orchestrated predatory lending scheme. James’ lawsuit is among a wave of recent enforcement actions targeting alleged deceptive financial practices.

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Stephanie Kozol, Senior Government Relations Manager – State Attorneys General, also contributed to this newsletter.

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