

Troutman Pepper State Attorneys General Monitor – September 15, 2023

WRITTEN BY

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

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.

State AG Updates

FTC JUDGE RULES THAT INTUIT'S "FREE" SERVICE ADS VIOLATED THE FTC ACT

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

On September 8, the Federal Trade Commission's (FTC) Chief Administrative Law Judge D. Michael Chappell issued an initial decision [ruling](#) that Intuit Inc. (Intuit) "engaged in deceptive advertising in violation of Section 5 of the FTC Act" by misleading consumers with its "free" service claims. In the decision, which is subject to appeal to the full commission, Judge Chappell found that Intuit deceptively marketed TurboTax, its online tax preparation filing software, "when it ran ads for 'free' tax products and services for which many consumers were ineligible."

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AGS CALL FOR CONGRESS ACTION ON AI-GENERATED CHILD ABUSE CONTENT

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

On September 5, the attorney generals (AGs) of 54 U.S. states and territories called on Congress to address bad actors who generate child sexual abuse material (CSAM) using artificial technology (AI). Framing the issue as a "race against time," the letter highlights the harms of AI-generated CSAM, and asks Congress to study and propose solutions.

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MAKING AN IMPACT: STATE ATTORNEYS GENERAL RACES IN 2023 AND BEYOND

By Ketan Bhirud, [Chris Carlson](#), [Michael Lafleur](#), John Sample & Whitney Shephard

This article was originally published on September 7, 2023 in [Reuters](#) and is republished here with permission.

State Attorneys General (AGs) uniquely wield power to enforce the law, direct policy, and effectuate political goals. Exercising their civil prosecutorial authority, State AGs have redefined priorities of paramount concern to CEOs and in-house legal counsel that impact the corporate and commercial landscape.

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

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