Lauren Morgan Fincher

Partner

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Lauren has vast experience handling state attorneys general investigations, navigating complex regulatory compliance matters, and providing strategic counsel in enforcement actions across various industries. She helps clients manage high-stakes regulatory matters and guides them through complex legal landscapes.

OVERVIEW

Lauren's practice spans a broad range of industries, where she regularly assists companies facing scrutiny from state and federal regulators. She handles investigations and civil investigative demands (CIDs) initiated by state attorneys general, including the Texas attorney general, as well as regulatory actions by numerous other governmental agencies. Lauren's ability to anticipate and respond to enforcement trends allows her to provide proactive, forward-thinking legal strategies to help safeguard clients' interests and reputations.

Lauren brings extensive experience in government and administrative agency matters, regulatory compliance issues, and commercial litigation. She represents a diverse range of clients, including financial institutions, health care entities, insurance companies, and consumer product firms in navigating complex disputes, including litigation in state and federal courts. She guides clients through various regulatory compliance issues, including government requests for information, agency audits, administrative hearings, and matters involving the Public Information Act and open records issues.

REPRESENTATIVE MATTERS

Government Investigations and Attorney General Litigation

- Conducted an extensive internal investigation of mortgage lending practices for a leading financial institution.
- Represented an online travel agency in Texas attorney general litigation under the Deceptive Trade Practices Act (DTPA).
- Represented an online contact lens provider in a Texas attorney general investigation under the DTPA.
- Represented a service contract provider in a Texas attorney general investigation under the DTPA.
- Represented a drug manufacturer in a Texas Department of State Health Services and Texas attorney general joint investigation and a regulatory enforcement matter related to the Food, Drug and Cosmetic Act (FDCA).
- Represented a debt collection company in a Texas attorney general investigation under the Texas Debt Collection Act and DTPA.

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Regulatory Compliance and Administrative Disputes

- Represented several companies seeking to protect confidential information from public disclosure by government agencies under the Texas Public Information Act and multistate public information and open records laws.
- Represented a manufacturer in a service contract regulatory enforcement matter with the Texas Department of Licensing and Regulation.
- Represented insurance companies in regulatory inquiries and enforcement matters with the Texas Department of Insurance.
- Represented affordable housing developments in administrative litigation at the Texas Office of Administrative Hearings before the Texas Public Utility Commission.
- Represented health care providers in responding to state and federal Medicaid and Medicare audits and appealing audit findings.

Commercial Litigation

- Served as national counsel for a distributor in *In re National Prescription Opiate Litigation,* 17-md-2804, and numerous parallel state and federal opioid actions across the U.S.
- Secured a defense verdict in a months-long administrative trial in a civil antitrust matter before the Federal Trade Commission.
- Obtained a dismissal of conspiracy claims against a cloud computing company in a state and federal court litigation matter.
- Represented a wireless telecommunications company in a lawsuit brought by a software development company for breach of contract and trade secret misappropriation.

AWARDS

- *Legal 500 United States*: Government: State Attorneys General (2026)
- *Best Lawyers in America®,* Administrative / Regulatory Law (2025-2027), Commercial Litigation (2024-2027), Litigation – Health Care (2026-2027)
- *Super Lawyers*® Texas Rising Star, Business Litigation (2021)

TOP AREAS OF FOCUS

- Government + Regulatory Litigation
- Public Records + FOIA Law
- State Attorneys General

ALL AREAS OF FOCUS

- Antitrust
- False Claims Act + Other Whistleblower Actions
- Government + Regulatory
- Government + Regulatory Litigation
- Health Care Regulatory
- Litigation + Trial
- Lobbying + Public Affairs

- Local Government Services
- Public Records + FOIA Law
- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, United Way of Austin Women United Executive Committee
- Fellow, Travis County Women Lawyers' Foundation
- Member, Texas Conference for Women Advisory Council
- Liaison, Greater Austin Chamber of Commerce Young Lawyers' Division
- Publications committee member, ABA Section of State and Local Government Law, State Attorneys General, and Department of Justice Issues Committee
- Secretary, ABA Section of State and Local Government Law Young Lawyers Committee
- Member, Young Women's Alliance
- Member, Texas Young Lawyers Association
- Liaison, State Bar of Texas Litigation Section Council Texas Young Lawyers Association
- Guardian ad litem, Court Appointed Special Advocates of Travis County (CASA)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Georgetown University Law Center, J.D., *cum laude*, 2009, senior notes editor, *The Georgetown Journal of Legal Ethics*
- Vanderbilt University, B.A., *summa cum laude, with honors*, 2006, Phi Beta Kappa

BAR ADMISSIONS

- Texas

COURT ADMISSIONS

- U.S. District Court, Southern District of Texas
- U.S. Court of Appeals, Fifth Circuit
- U.S. District Court, Eastern District of Texas
- U.S. District Court, Northern District of Texas
- U.S. District Court, Western District of Texas

CLERKSHIPS

- Hon. Nathan L. Hecht, Supreme Court of Texas, 2009-2010

SPEAKING ENGAGEMENTS

- Speaker, “Challenging State Civil Investigative Demands Prohibited by Federal Law: Strategies and Practical Tips,” BARBRI CLE, June 9, 2026.
- Speaker, “Conducting and Managing Internal Investigations,” 2021 Government Law and Liability Conference, December 14, 2021.

PUBLICATIONS

- Co-author, “Industry Voices — DOJ Jumps Into 340B Cases Over State Law, Raising Questions About Federal Plans for the Program,” *Fierce Healthcare*, April 17, 2026.
- Co-author, “States Use App Store Controls to Keep Online Content From Minors,” *Bloomberg Law*, February 11, 2026.
- Co-author, “Colorado AG Fines Cannabis Company for Violating Prior Settlement,” *Regulatory Oversight*, January 21, 2026.
- Co-author, “2025 State AG Year in Review,” *Troutman Pepper Locke*, January 20, 2026.
- Podcast, “12 Days of Regulatory Insights: Day 4 – Open Records Realities,” *Regulatory Oversight* Podcast, December 9, 2025.
- Podcast, “12 Days of Regulatory Insights: Day 2 – How AGs Are Shaping Health Care Markets,” *Regulatory Oversight* Podcast, December 5, 2025.
- Co-author, “Fourth Circuit Revives West Virginia Public Nuisance Suit Against Opioid Distributors,” *Regulatory Oversight*, November 20, 2025.
- Co-author, “2025 Mid-Year Review: State AGs in a New Era,” *Troutman Pepper Locke*, July 25, 2025.
- Podcast, “12 Days of Regulatory Insights: Day 8 – Inside the Texas AG’s Office,” *Regulatory Oversight Podcast*, December 16, 2024.
- Author, “The Texas Regulatory Consistency Act: Overdue Relief From Excessive Regulation or an Affront to Local Control?” Locke Lord QuickStudy, June 16, 2023.
- Author, “Texas Legislature Advances Bill to Tame Public Nuisance Litigation,” Locke Lord QuickStudy, April 25, 2023.
- Author, “New CMS Waivers Intended to Help U.S. Healthcare System Address COVID-19 Pandemic,” Locke Lord QuickStudy, March 31, 2020.
- Author, “Healthcare Highlights in the Federal CARES Act,” Locke Lord QuickStudy, March 30, 2020.

MEDIA COMMENTARY

- Quoted, “Healthcare’s High-Stakes Courtroom Battles,” *Fierce Healthcare*, October 5, 2026.
- Quoted, “Courier Ban Made Official By Texas Lottery, Legal Experts Weigh In,” *PlayTexas*, April 29, 2025.
- Quoted, “Legal Experts Weigh In On Withheld $83.5 Million Lotto Texas Jackpot Due To Courier Purchase,” *PlayTexas*, April 22, 2025.