

Michael Yaghi

Partner

Orange County

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Mike handles high-profile investigations led by state attorneys general, the FTC, and other federal and state regulatory bodies. He assists clients through these complex government inquiries, assisting them throughout the entire life cycle of investigations, from regulatory enforcement through formal litigation.

OVERVIEW

Michael is a partner in the firm's State Attorneys General and Regulatory Investigations, Strategy + Enforcement (RISE) Practice Groups, nationwide teams that advise clients on consumer protection enforcement matters and other regulatory issues. The Legal 500 United States recognizes Michael as a key lawyer in its State Attorneys General Practice. Based in the firm's Orange County office, Michael represents clients in regulatory enforcement investigations involving all facets of their business, including but not limited to, advertising and sales practices, monthly membership programs, auto renewal programs, telemarketing and telephone solicitations, door-to-door sales practices, consumer financial services, and testimonials and endorsements. Having begun his career as a commercial litigator, he also supports clients throughout litigation, should an investigation move in that direction.

Mike works with companies facing regulatory enforcement cases brought by state attorneys general, the Federal Trade Commission (FTC), and the Consumer Financial Protection Bureau (CFPB). These enforcement actions typically involve federal and state regulators inquiring about a client's advertising campaigns, promotional materials, marketing and sales practices, marketing through emerging media including social networks and blogs, telemarketing campaigns, email marketing, and other regulatory issues affecting consumer marketing and sales. Throughout an investigation, Mike keeps clients informed of likely developments and outcomes, assists with developing appropriate strategies, and approaches all cases with the goal of steering pending investigations toward a favorable resolution.

Mike also leverages his experience with the Better Business Bureau (BBB) to assist clients with enhancing their relationships with both regional BBBs and the Council of Better Business Bureaus (CBBB). By transforming potentially adversarial interactions into collaborative partnerships, he helps to foster public trust and credibility. His efforts have led to significant improvements in client BBB ratings and accreditation, resulting in fewer customer complaints, more favorable media coverage, and reduced regulatory scrutiny for clients.

REPRESENTATIVE MATTERS

- Representing a consumer lender and servicer in connection with enforcement actions, investigations, and litigation brought by multiple state AGs and the FTC.

- Representing a national cable and telecommunications provider in separate investigations by multiple state attorneys general, focusing on the marketing and sales practices of cable and broadband internet services to consumers in those states.
- Representing a satellite television provider in an investigation by a state concerning the promotion and sale of equipment protection plans and the availability of certain local channels.
- Providing strategic counsel to a leading home and utility services marketing company in multiple investigations state attorneys general offices, focusing on issues such as earnings claims, training practices, and the promotion of electric products.
- Representing an online membership fashion retailer in a 40-state investigation related to the company's monthly membership and social media practices.
- Successfully assisted several clients in settling a multistate regulatory inquiry by 47 states and the District of Columbia. These clients run discount clubs and membership programs, offering a variety of services such as credit monitoring, roadside assistance, and discounted travel.
- Represented an American broadcasting company in an inquiry by 47 states relating to the company's advertising, auto-renewal subscriptions, and similar customer service issues.
- Represented a television broadcaster in a nationwide multistate investigation involving its sales and disclosure practices to consumers.
- Successfully represented a television broadcaster in an investigation by the Federal Trade Commission (FTC) and subsequent litigation by the FTC over the client's disclosures to consumers.
- Represented an online for-profit school to resolve an inquiry by the Consumer Financial Protection Bureau (CFPB) about its educational program disclosures to students.
- Represented numerous clients in single-state consumer regulatory inquiries covering many topics, including sales practices, auto renewal plans, telemarketing, telephone solicitations, door-to-door sales tactics, mental health parity laws, and sellers of travel services.
- Represented many clients in resolving investigations brought by the FTC inquiring about advertising campaigns and sales disclosures to consumers.
- Represented banks in response to FTC Civil Investigative Demands targeting bank customers.

AWARDS

- *Legal 500 United States*: Government: State Attorneys General (2023-2025)

TOP AREAS OF FOCUS

- Better Business Bureau (BBB)
- Consumer Financial Services
- Enforcement Actions + Investigations
- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General

ALL AREAS OF FOCUS

- Better Business Bureau (BBB)
- Consumer Financial Protection Bureau (CFPB)
- Consumer Financial Services
- Enforcement Actions + Investigations
- Federal Trade Commission (FTC)

- Financial Services
- Health Care + Life Sciences
- Public Records/FOIA
- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General

PROFESSIONAL/COMMUNITY INVOLVEMENT

- National Association of Attorneys General
- Democratic Attorneys General Association
- Republican Attorneys General Association
- Attorney General Alliance (formerly the Conference of Western Attorneys General)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Santa Clara University School of Law, J.D., 1999
- Santa Clara University, B.S., 1995

BAR ADMISSIONS

- California

COURT ADMISSIONS

- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California

SPEAKING ENGAGEMENTS

- Speaker, "Deceptive Advertising and 'Junk Fees'/Drip Pricing," Orange County Bar Association Entertainment, Sports & Marketing Section May Meeting, May 28, 2024.
- Speaker, "Trends in State and Federal Regulatory Enforcement," 2024 Credit and Collection News Annual Conference, April 11, 2024.
- Speaker, "PFAS Attorneys General Claims with Capstone," Capstone, August 2023.
- Presenter, "Sand Traps for Private Equity: Mitigating Obstacles in the Industry," Troutman Pepper Private Equity Perspectives Summit, Torrey Pines, July 18, 2023.
- Presenter, "CFPB Coordination with and Encouragement of State Enforcements," Annual Consumer Financial Services Conference, May 18 – 19, 2023.
- Presenter, "State Attorney's General Update: Trends and Areas of Interest for Consumer Products Retailers," Retail Industry Leaders Association Consumer Products Committee Virtual Meeting, October 5 – 6, 2021.
- Presenter, "Pricing Items in an Anti-Price Gouging World," Webinar, June 2, 2020.

PUBLICATIONS

- Podcast, [“Understanding BBB Ratings: Strategic Approaches to Consumer Complaints,”](#) *Regulatory Oversight Podcast*, August 19, 2025.
- Co-author, [“2025 Mid-Year Review: State AGs in a New Era,”](#) *Troutman Pepper Locke*, July 25, 2025.
- Co-author, [“California Businesses Must Consider Auto-Renewal Law Changes,”](#) *Bloomberg Law*, March 20, 2025.
- Co-author, [“2024 State AG Year in Review,”](#) *Troutman Pepper Locke*, January 30, 2025.
- Co-author, [“Predicting Where State AGs Will Direct Their Attention in 2025,”](#) *Law360*, January 22, 2025.
- Podcast, [“The Growing Role of State AGs in AI Regulatory & Enforcement Issues,”](#) *The Good Bot: Artificial Intelligence, Health Care, and the Law*, January 21, 2025.
- Co-author, [“Looking Back at 2024’s Noteworthy State AG Litigation,”](#) *Law360*, January 15, 2025.
- Co-author, [“Consumer Protection: Understanding Enforcement Actions Brought by State Attorneys General,”](#) American Bar Association, 2024.
- Podcast, [“12 Days of Regulatory Insights: Day 7 – New Rules in Advertising,”](#) *Regulatory Oversight Podcast*, December 13, 2024.
- Podcast, [“12 Days of Regulatory Insights: Day 6 – Regulatory Shifts in Consumer Financial Services,”](#) *Regulatory Oversight Podcast*, December 12, 2024.
- Podcast, [“12 Days of Regulatory Insights: Day 2 – AI Under Scrutiny,”](#) *Regulatory Oversight Podcast*, December 6, 2024.
- Co-author, [“2024 State AG Election Re-Cap: Where Things Stand the Day after Election Day,”](#) *Troutman Pepper*, November 6, 2024.
- Podcast, [“Navigating ESG: Preparing for Future Regulations \(Part Two\),”](#) *Regulatory Oversight Podcast*, September 5, 2024.
- Podcast, [“Navigating ESG: The Growing Importance and Compliance Challenges \(Part One\),”](#) *Regulatory Oversight Podcast*, August 20, 2024.
- Co-author, [“New State Junk Fee Laws Set Corporate Advertising Bar—For Now,”](#) *Bloomberg Law*, August 16, 2024.
- Co-author, [“A Look at State AGs Supermarket Antitrust Enforcement Push,”](#) *Law360*, July 16, 2024.
- Co-author, [“Money and Power at Odds: PE Meets Increased Oversight From State AGs,”](#) *Troutman Pepper*, July 12, 2024.
- Co-author, [“2023 State AG Year in Review,”](#) *Troutman Pepper*, January 29, 2024.
- Co-author, [“Capital Markets, Professional Perspective – Proposed NY Digital Asset Framework Imposes Consumer Protection-Focused Measures,”](#) *Bloomberg Law*, August 2023.
- Podcast, [“A Conversation With Judge Lawrence VanDyke of the US Court of Appeals for the Ninth Circuit,”](#) *Regulatory Oversight Podcast*, June 21, 2023.
- Podcast, [“AI: Impact and Use in the Health Care Industry \(Part Three\),”](#) *Regulatory Oversight*, May 3, 2023.
- Podcast, [“AI: Overview and Current Regulatory Landscape \(Part One\),”](#) *Regulatory Oversight*, April 5, 2023.
- Co-author, [“It’s Not Just the Feds: State AGs Are Reaching Through Your Corporation,”](#) *Corporate Compliance Insights*, April 5, 2023.
- Co-author, [“Regulating AI: AGs Balance Consumer Protection With Innovation,”](#) *The Legal Industry Reviews*, March 30, 2023.
- Co-author, [“2022 Regulatory Privacy Year in Review,”](#) *Troutman Pepper*, February 2, 2023.
- Co-author, [“Key Developments From State Attorneys General In 2022,”](#) *Law360*, December 22, 2022.
- Podcast, [“A Look at the Unique Features of State AG Investigations and What Companies Should Consider in Selecting Outside Counsel,”](#) *Regulatory Oversight Podcast*, December 2022.
- Co-author, [“INSIGHT: AGs Turn Focus to Consumer Credit, Mortgages, Stimulus Checks,”](#) *Bloomberg Law*, May 27, 2020.

- Author, “INSIGHT: State AGs Use Broad Powers to Fight Coronavirus Fraud,” *Bloomberg Law*, April 9, 2020.
- Co-author, “The 411 on Mobile Marketing,” *Orange County Business Journal*, July 30, 2012.
- Author, “Retailers Beware – Why Regulators and Class Counsel May Be Salivating,” *ABTL Report*, Vol. XXXIII, No. 1, Summer 2011.

MEDIA COMMENTARY

- Featured and quoted, “Ex-Crowell & Moring Attys Join Troutman’s State AG Group,” *Law360*, July 25, 2022.
- Co-author, “Attorneys, Generally,” *Orange County Business Journal*, March 2020.