

# State Attorneys General

With the nation's preeminent state attorneys general (AG) practice, Cozen O'Connor provides clients unmatched counsel and boutique-quality personal service in AG-related legal and policy matters across the country. Our attorneys represent clients in AG investigations and litigation (including multistates and federal co-enforcement actions) and counsel clients based upon decades of experience working with AGs across the country.

Cozen O'Connor's state attorneys general practice is one of the largest in the United States. Members of our practice are widely recognized for establishing this area of legal representation and have worked closely with AG offices and clients for more than 30 years. Our attorneys continue to work at the forefront of emerging state attorneys general issues. Drawing from their deep experience, our attorneys help clients:

- Establish and maintain dialogue with AGs
- Educate AGs on national and state policy issues
- Anticipate and craft creative solutions to potential issues before they impact the client
- Minimize exposure to and liability from litigation
- Defend vigorously when investigations are unavoidable or litigation is necessary

We provide solutions to businesses on matters brought by state attorneys general across the country, including defending our clients against litigation, qui tam actions, and investigations (including multistate and federal co-enforcement actions) of business practices relating to antitrust, consumer protection, data privacy, and the environment.

## Complex Litigation Resolution and Avoidance

We create customized strategies to help our clients avoid becoming targets of costly AG investigations and litigation, and to extricate them from such challenges should they materialize.

## Consumer Protection and Antitrust Investigations and Litigation

Whether involving a single state attorney general or multiple attorneys general — we vigorously defend the interests of our clients who face consumer protection and antitrust investigations and litigation. We have successfully resolved investigations involving all 50 state AGs.

## State False Claims Acts

Qui tam actions are on the rise as more states adopt false claims acts. Any company doing business with a state has a potential risk. We have experience representing clients in both Medicaid and non-Medicaid false claims act actions. AGs are the gatekeepers that determine whether the state intervenes in an action or not. We have implemented successful strategies that advocate against the state intervening in qui tam actions.

## Consumer Financial Protection Bureau

The Consumer Financial Protection Bureau (CFPB) has made partnering with AGs a top priority. We have significant experience assisting financial services firms with issues before the CFPB and AGs. Our attorneys actively engage with the CFPB and AGs on finance-related issues.

## Data Privacy and Information Security

AGs have stepped up enforcement of data protection and privacy laws that range from regulating information collection practices targeted to minors to notice requirements for payment card data losses and other breaches. We advise *Fortune* 500 companies in the credit card, telecommunications, pharmaceutical, retail and other industries on data privacy, data breaches and information security matters before state AGs.



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## Related Practice Areas

- Antitrust
- Cozen O'Connor Public Strategies - Government Relations
- Government & Regulatory
- White Collar Defense & Investigations

## Amicus Briefs

State AGs can have a significant impact on the outcome of litigation as *amici*. We have secured AG *amicus* support in the U.S. Supreme Court in many landmark cases.

## Experience

Served as lead counsel for Wells Fargo Bank in negotiating a resolution between the bank and all 50 State Attorneys General and the District of Columbia, ending their investigations into various consumer claims regarding retail sales practices, auto collateral protection insurance and Guaranteed Asset/Auto Protection, and mortgage interest rate lock matters.

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Resolved multiple AG investigations under state escheat laws.

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Counseled an innovative provider of transportation services regarding state and federal antitrust and market access issues.

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Represented a leading dietary supplement company in an investigation by 34 state AGs and federal regulators regarding the labeling and marketing of its leading product.

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Secured AG amicus support in landmark U.S. Supreme Court cases for Fortune 100 companies and associations.

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Obtained AG antitrust clearances of multiple multibillion dollar mergers in a variety of industries.

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Represented a Fortune 100 company to reduce punitive damages award by \$100 million.

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Represented a major pharmaceutical manufacturer in private class action antitrust drug importation litigation in California and Minnesota.

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Represented a Fortune 100 pharmaceutical company to avoid AG antitrust investigations and lawsuits regarding foreign drug importations.

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Resolved a multistate investigation of allegedly deceptive and misleading advertising of a major calcium supplement.

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Resolved a multistate investigation of direct-to-consumer advertising of a major antibiotic.

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Represented a Fortune 100 company in threatened litigation by the California AG under Proposition 65 (requiring warnings on carcinogenic products).

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Resolved investigations by multiple AGs regarding a Fortune 100 company's marketing of ancillary mobile telephone products.

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Represented a Fortune 100 company in multiple pricing investigations and litigation by AGs.

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Represented one of the world's largest social media companies to develop and maintain a 50-state plan to respond to specific AG inquiries and engage in proactive AG outreach. The company and AGs now collaborate to provide education and outreach to students, parents, teachers and local law enforcement officials.

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Represented a Fortune 500 satellite telecommunications company regarding regulatory and legal compliance, legislative strategy, and resolving consumer and environmental protection issues with state and federal regulators, including negotiating a 46-state settlement to resolve consumer protection claims.

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Resolved multistate investigations of alleged consumer protection violations on behalf of Fortune 500 financial, media, marketing, retail, telecommunications and pharmaceutical companies.

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