Mobile Marketing

Text message and premium mobile content marketing are some of the fastest-growing marketing focuses in the media industry today. Lathrop GPM can counsel on all aspects of the ever-changing mobile marketing landscape, including compliance and defense. We help clients ensure that their mobile campaigns and billing mechanisms are in compliance with guidelines imposed by the Federal Communications Commission, as well as those recommended by the Mobile Marketing Association.

We also have extensive experience defending class actions arising out of mobile marketing campaigns, including claims under the Telephone Consumer Protection Act, Federal Communications Act, Computer Fraud and Abuse Act, and state consumer protection laws, as well as common law claims for unjust enrichment, tortious interference, and trespass to chattels.