

## 50-State Surveys and Regulatory Compliance

White and Williams lawyers help clients – particularly those conducting business across multiple states – understand and navigate the complex regulatory landscapes governing numerous industries. Our team has developed a systematic and efficient framework for identifying the varying laws across all 50 states, as well as federal and industry-specific regulatory bodies.

We have prepared extensive 50-state surveys for clients including a Fortune 25 internet advertising company addressing professional/trade licensing, insurance, operational and advertising requirements across more than 70 verticals. We also assist clients with ensuring the features of their online advertising products comply with federal laws and regulations, including the Federal Wire Act and the Federal Trade Commission Act, as well as state advertising and practice laws applicable to a variety of professionals. We have particular experience advising clients on industries that encompass more than one regulated trade and may therefore be subject to numerous – and sometimes overlapping – licensing, operational and insurance requirements.

As a result of our experience conducting 50-state surveys, our team has developed relationships with numerous state and local licensing agencies across the country and is particularly skilled in collaborating with agency staff and navigating the challenges of interpreting state and local licensing laws and regulations.

Our body of research knowledge and comprehensive analysis encompasses a variety of licensing, insurance, operational and advertising requirements relating to:

### Gaming

- Esports betting
- Daily Fantasy Sports Contests
- Online Casino Gaming
- Retail and Online Sports Betting
- Retail and Online Pari-mutuel Wagering

### Credit Cards

- Federal Trade Commission Act
- Regulation Z

#### PRACTICE CONTACT

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#### RELATED PRACTICES

Construction and Surety  
Insurance

#### RELATED INDUSTRIES

Financial & Investment Services  
Gaming  
Technology

- Truth in Lending Act

## Loans

- Auto Loan Origination and Servicing
- Mortgage Brokers (Licensing and Advertising)

## Construction Trades

- Carpentry
- Electrical Contracting
- General Contracting
- Plumbing Contracting

## Home Services

- Air Duct Cleaning
- Appliance Repair
- Carpet Cleaning
- Countertop Installation/Repair
- Door Installation/Repair
- Energy Efficiency
- Fencing Installation/Repair
- Flooring Installation/Repair
- Foundation Installation/Repair
- Garage Door Repair
- Handymen
- Heating/Air Conditioning
- Home Inspection
- Home Inspectors
- Home Security Installation
- Home Theater Installation
- House Cleaning
- Interior Design
- Junk Removal
- Landscaping

- Lawn Care
- Locksmiths
- Mold Remediation
- Moving Companies
- Painting
- Pest Control
- Pool Cleaning
- Sewage System Installation
- Siding Installation/Repair
- Smart Home Installation/Repair
- Snow Removal
- Swimming Pool/Spa Contractor
- Tree Services
- Upholstery Cleaning
- Water Damage Restoration
- Window Cleaning
- Window Installation/Repair (Building)

## Professional Services

- Accounting
- Architecture
- Financial Planning
- Legal
- Real Estate
- Tax

## Healthcare/Medical Services

- Assisted Living Facilities
- Acupuncture
- Aesthetic Medicine (Medical Spas)
- Chiropracty
- Dental
- Eye Care (Optometry)

- Home Healthcare
- Inpatient/Outpatient Rehabilitation
- Nursing
- Physical Therapy
- Physicians/Surgeons

## Motor Vehicle Services

- Auto Glass Repair
- Car Inspection
- Car Repair
- Towing

## Aesthetics/Cosmetology

- Aesthetic Medicine (Medical Spas)
- Barber Shops
- Beauty Salons
- Beauty Schools
- Estheticians
- Esethetic Salons
- Nail Salons
- Spas

## Animal/Pet Care

- Animal Rescue
- Pet Adoption
- Pet Boarding
- Pet Grooming
- Pet Training
- Veterinary Services

## Behavioral Health Services

- Alcohol Treatment Centers
- Art Therapy

- Counseling/Therapy
- Marriage and Family Therapy
- Psychiatry
- Psychology

## Miscellaneous Services

- Child Care (Day Care)
- Dance Instructors
- Driving Instructors
- Event Management
- First Aid Training
- Funeral Homes
- Language Instructors
- Laundry/Dry Cleaning
- Massage Centers/Therapists
- Massage School
- Notary Public
- Package Delivery
- Painting
- Personal Training
- Pest Control
- Photography
- Preschool
- Psychics
- Tanning
- Technical School
- Teeth Whitening
- Tutoring
- Videography
- Weight Loss Centers
- Yoga Studios

## REPRESENTATIVE MATTERS

Performed 50-state surveys on professional/trade licensing and internet advertising laws across more than 70 verticals for Fortune 25 internet advertising company

Serve as 50-state monitoring counsel on licensing and internet advertising issues related to online sports betting, iGaming and daily fantasy sports for Fortune 25 internet advertising company

Assisted Fortune 25 internet advertising company in developing vehicle advertising platform in compliance with motor vehicle dealer advertising laws in all 50 states and Washington D.C.

Counseled major property and casualty insurer on issues relating to insurance guaranty association funds across multiple states.

Counseled higher education institution on compliance-related issues in connection with the addition of an online masters degree program

Counseled Pennsylvania charter school on issues relating to executive compensation

## NEWS

Congratulations to all of our Attorneys Named as Super Lawyers and Rising Stars  
5.25.23