

Buffalo Bills to Pay \$3 Million to Settle Text Message Suit

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Partner [Gonzalo Mon](#) authored the *Sports Litigation Alert* article “Buffalo Bills to Pay \$3 Million to Settle Text Message Suit.” The article discusses how the number of lawsuits involving allegedly unsolicited text messages keeps growing. Many companies have paid millions of dollars to settle when class action lawyers bring these suits. The Buffalo Bills' recent decision to enter into a settlement to end one of these suits shows just how dangerous this area can be. Gonzalo advises any organization that is contemplating a text message promotion to have a lawyer familiar with this area on your team, as some of the requirements under the TCPA can be tricky and the costs of getting things wrong can be devastating.