

# Dial M for Murderous Liability: Maximize TCPA Compliance to Minimize Potentially Devastating Consequences

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Partners [Lauri Mazzuchetti](#) and [Alysa Hutnik](#) co-authored the *Metropolitan Corporate Counsel* article “Dial M for Murderous Liability: Maximize TCPA Compliance to Minimize Potentially Devastating Consequences.” The article provides a roadmap for companies to minimize Telephone Consumer Protection Act (TCPA) exposure, discusses the increased scrutiny by the Federal Communication Commission (FCC) of service agreements and highlights appeals pending before the D.C. Circuit Court Appeals and the Supreme Court of the United States that could dramatically alter both the requirements for TCPA compliance and related litigation strategies.

As companies increase their use of mobile marketing strategies, mobile delivery platforms and cloud-based technologies to communicate with consumers, the business risks and potential for legal exposure under the TCPA increases in tandem. Nearly every company that interacts with consumers via phone, fax or text message should anticipate the possibility of being hit with a TCPA lawsuit, which could subject the company to potentially annihilating liability.

To read the full article, please click [here](#).