

# Mobile Alphabet Soup...What Exactly Is an ATDS under the TCPA?

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An Important Issue for Text-Message Marketers There has been an uptick in litigation under the federal Telephone Consumer Protection Act (TCPA), 47 U.S.C. § 227 – likely due to the increased use of mobile marketing (not to mention the availability of statutory damages between \$500 and \$1,500 per violation). And with the growth of easy...

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