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Related Services

- Consumer Financial Protection Bureau
- Consumer Financial Services Defense
- Financial Services Litigation, Regulation and Enforcement
- Government Affairs & Regulatory Support
- Litigation

Education

J.D., *magna cum laude*, University of Alabama School of Law, 2008; Order of the Coif

B.A., *cum laude*, College of William & Mary, 2004

Allen H. Denson Partner

Allen Denson brings a rare and powerful set of perspectives and tactics when fighting for financial institutions that are forced to defend themselves against financial regulators that challenge their marketing, lending and collection practices.

With insights and experience gained working as an enforcement attorney and as a private practice lawyer, Allen has the unique ability to see issues and their solutions more fully than many of his peers. As a former senior attorney at the Office of the Comptroller of the Currency, he developed a boots-on-the-ground understanding of how government officials think when pursuing enforcement issues. And as a private practice lawyer, he utilizes the experience he gained from being on the other side of table to craft winning strategies for his clients.

General Counsels, Owners and Chief Executives for financial services providers such as lenders, sales finance and leasing companies, fintechs, banks, debt collectors, lead generators, and auto dealers turn to Allen when they must defend themselves against government overreach. Allen is a frequent advocate before federal and state government regulatory bodies that include the Consumer Financial Protection Bureau (CFPB), Federal Trade Commission (FTC) federal banking regulators (OCC, FDIC, and the Federal Reserve Board), state attorneys general and various state banking departments.

Clients regularly report how much they appreciate working with Allen based on his passion for finding a way to get the win. They value how he is unafraid to push the envelope with regulators and get creative to find a solution.

He speaks on industry issues across the nation and is a frequent source for media outlets like *American Banker*, *Reuters* and *Law360*.

Representative Matters

Allen has successfully navigated solutions for his clients in a number of highly contentious matters.

- Closed a CFPB investigation with no action on behalf of a major payday lender.
- Closed a CFPB investigation with no action on behalf of a publicly traded installment lender.
- Settled a CFPB investigation into another payday lender for pennies on the dollar by leveraging data to persuade the agency to drop certain claims.
- Closed a California Attorney General investigation with no action and no liability on behalf of a merchant cash advance company.

- Closed an FTC investigation with no action on behalf of an auto dealer.
- Obtained dismissal of all charges in a mass arbitration with no liability on behalf of an online lender
- Obtained dismissal of an FTC investigation with no action on behalf of an online leader generator.
- Secured reversal of a ratings downgrade and referral for enforcement on behalf of a state-chartered bank.
- Closed an investigation by the Arkansas attorney general with no action on behalf of a rent-to-own company.
- Resolved an investigation into alleged unlicensed lending by a state attorney general with no monetary penalty and no public action on behalf of an auto finance company.
- Resolved an investigation by the Washington Attorney General for pennies on the dollar in comparison to the initial demand on behalf of a fintech company.

Memberships

- Member, 2022 Fintech Editorial Board, *Law360*
- Young Lawyer Liaison, Federal and State Trade Practices Subcommittee, Consumer Financial Services Committee, American Bar Association

Publications

- Co-author, "California Appellate Court Approves Government's Use of Private Contingent Fee Attorneys to Seek Civil Penalties in Unfair Competition Law Cases," *Stroock Client Alert*, May 4, 2022
- Quoted, "Fast growth of buy now, pay later attracts regulators as products evolve," *S&P Global Market Intelligence*, April 15, 2022
- Quoted, "CFPB's deadline looms for BNPL players," *Payments Dive*, February 17, 2022
- Quoted, "CFPB Enforcement Is Down, But The Lull May Not Last Long," *Law360*, February 14, 2022
- Quoted, "CFPB Director Chopra takes on tough payments issues," *Payments Dive*, January 27, 2022
- Quoted, "Bank stocks may struggle to repeat gains of 2021 next year, but analysts see some grounds for optimism," *MarketWatch*, December 22, 2021

Speeches & Events

- Speaker, "How the Regulatory Landscape Will Impact Online Lending," Online Lenders Association, April 27, 2022
- Speaker, "Buy Now Pay Later - Fundamentals, Functions and Fun With Regulators," Online Lenders Alliance Legal Issues Conference, February 16, 2022

Clerkships

- Law Clerk for the Honorable Virginia Emerson Hopkins, Federal District Court for the Northern District of Alabama, 2008-2009

Admitted To Practice

 **Allen H. Denson**

- Alabama
- District of Columbia