



State of West Virginia

John B. McCuskey
Attorney General

Office of the Attorney General
State Capitol, Bldg. 1, Rm E-26
1900 Kanawha Blvd. E
Charleston, WV 25305

(304) 558-2021
Fax (304) 558-0140
www.wvago.gov

Request for Proposal for Legal Services

To Represent the Office of the West Virginia Attorney General

The Office of the West Virginia Attorney General (“WVAGO”) is seeking legal representation to assist with the investigation, evaluation, and potential prosecution of claims against an online retail marketplace. These claims arise from the marketing, sale, and distribution of consumer goods to residents of West Virginia through a digital platform. These practices may include, but are not limited to, deceptive marketing, the sale of counterfeit or noncompliant goods, unfair trade practices, and the collection of use of consumer data in a manner that may violate applicable privacy and consumer protection statutes.

Qualified law firms or attorneys are invited to submit a proposal on or before 5:00 p.m. on Friday, April 17, 2026, to assist the WVAGO in this matter. The winning proposal, if any, will be selected as soon as possible after that date with representation to commence forthwith.

Background

The rapid expansion of online retail marketplaces has transformed consumer purchasing behavior, providing unprecedented access to low-cost goods from global suppliers. However, this expansion has also introduced significant risks to consumers, including exposure to deceptive marketing practices, unsafe or counterfeit products, and the improper collection and use of personal data. Additionally, concerns have been raised regarding this online retail marketplace’s pricing practices, promotional tactics, and the transparency of its business operations. Further, its collection and use of consumer data—including app permissions, device information, and purchasing behavior—have raised concerns under state and federal privacy and consumer protection laws.

Accordingly, the WVAGO seeks particular experience as follows:

- Expertise in investigating and evaluating violations of state and federal law related to online marketplaces, e-commerce platforms, and digital retail practices;

- Expertise in investigating and evaluating violations of the West Virginia Consumer Credit Protection Act and other consumer protection statutes arising from deceptive practices, and the sale of counterfeit or noncompliant goods;
- Significant experience litigating complex claims involving multistate or international entities, including those operating through digital platforms;
- Experience and ability to handle complex civil discovery, including, but not limited to, extensive electronic discovery;
- Familiarity with data privacy and cybersecurity issues, including the collection, use, and protection of consumer data in online applications and marketplaces; and
- Familiarity with intellectual property and product compliance issues, including counterfeit goods, mislabeling, and supply chain practices in digital retail environments.

Scope of Representation

The client is the WVAGO. The attorney or firm, if any, that is selected as a result of this process will work in close coordination with the WVAGO, to provide legal services as set forth above.

Conflict of Interest Information

The attorney or firm must disclose any prior representation adverse to the WVAGO, as well as any matters that may create a potential or actual conflict, including but not limited to, any current or former representations of online retail marketplaces.

Representation of Other Public and Private Clients

In addition to the following information provided in response to the above Conflict of Interest Information, please provide the following information:

1. A list of all matters the attorney or firm is or was retained to represent another state for a similar legal issue, against the same parties, or which advance(d) the same legal theories.
2. A list of all matters the attorney or firm is or was retained to represent any political subdivision of West Virginia (or another state) for a similar legal issue, against the same parties, or which advance(d) the same legal theories.
3. A list of all matters the attorney or firm is or was retained to represent any private entity for a similar legal issue, against the same parties, or which advance(d) the same legal theories.

For each of the above matters, please provide the outcome of the litigation.

Your Proposal

No specific form is required of your proposal, but it should address those factors identified in the Attorney General's Outside Counsel Policy,¹ and should also address your experience and demonstrated skill (via references, example documents, and/or a descriptive narrative) in the following practice areas:

- Expertise in investigating and evaluating violations of state and federal law related to online marketplaces, e-commerce platforms, and digital retail practices;
- Expertise in investigating and evaluating violations of the West Virginia Consumer Credit Protection Act and other consumer protection statutes arising from deceptive practices, and the sale of counterfeit or noncompliant goods;
- Significant experience litigating complex claims involving multistate or international entities, including those operating through digital platforms;
- Experience and ability to handle complex civil discovery, including, but not limited to, extensive electronic discovery;
- Familiarity with data privacy and cybersecurity issues, including the collection, use, and protection of consumer data in online applications and marketplaces; and
- Familiarity with intellectual property and product compliance issues, including counterfeit goods, mislabeling, and supply chain practices in digital retail environments.

If you propose to bill hourly rates, please state them separately for each attorney or paralegal to be assigned to this representation and indicate the approximate proportion of total time that will be billed at each rate. Computerized legal research tools, such as WESTLAW or LEXIS, may not be billed as an expense. Please state your per-unit costs (if any) for expenses such as

¹ Pursuant to the Outside Counsel Policy, the Attorney General shall consider the following factors when determining the most competitive proposal for legal services:

- Whether the private attorneys possess the requisite skills and expertise needed to handle the legal matters in question;
- Whether the private attorneys possess requisite staffing and support to handle the scope of the litigation or matter;
- Whether the private attorneys, or any members of the private attorneys' law firm, have been subject to reprimand by the West Virginia State Bar, or other entities, for unethical conduct;
- Whether the private attorneys have been peer rated, and if so, what peer ratings they have received, along with any other recognitions or awards for legal services;
- The estimated fees, costs and expenses of the private attorneys to perform the legal services requested;
- The willingness of the private attorneys to enter into alternative billing arrangements;
- Whether the private attorneys are in compliance with all applicable laws of the State of West Virginia;
- Any potential conflicts of interest between the private attorneys and the State;
- Any relevant input from the state entity client, if applicable, regarding the needed legal services; and,
- Any such other relevant factors as may be identified by the Attorney General.

copying; whether you will bill for travel expenses and at what rate; and whether and how you bill for any additional attorney-time while traveling. Representations made in your proposal will supersede any conflicting terms that are less favorable to the client appearing in any written contract or invoice.

Any contingency fee agreement agreed upon will be governed by the requirements of W. Va. Code § 5-3-3A.

Evaluation and Acceptance

Your proposal will be evaluated by the Office of the Attorney General. Any and all proposals may be rejected. Your proposal should be addressed to the Office of the Attorney General and emailed to rfpresponse@wvago.gov. This Request for Proposal shall be known as RFP # 143, and any and all correspondences relating to this Request for Proposal should reference RFP # 143. All proposals must be received by email no later than 5:00 p.m. on Friday, April 17, 2026. Any questions regarding this Request for Proposal shall likewise be emailed to rfpresponse@wvago.gov.

Retention of the selected attorney or firm, if any, is conditioned upon execution of a written contract approved by the Attorney General. In no event will any such contract preclude the termination of the representation at any time by official action of the WVAGO.

Thank you for considering this Request for Proposal.