

**Attorney
Biography**

John E. Villafranco



Telephone: (202) 342-8423 Fax: (202) 342-8451
Email: jvillafranco@kelleydrye.com

John Villafranco is a partner in the firm's Washington, D.C. office. He provides litigation and counseling services, with a focus in advertising law matters and consumer protection. Mr. Villafranco is highly respected for offering comprehensive legal advice that emphasizes risk analysis and sound business practices for corporations involved in advertising and marketing.

Mr. Villafranco's litigation experience includes consumer class action defense in state and federal court, and Lanham Act litigation involving Internet, telecommunications, fast food, dietary supplement and consumer product companies. A leading practitioner in this field of law, he represents clients in advertising substantiation proceedings and investigations conducted by the Federal Trade Commission (FTC) and state Attorneys General. Mr. Villafranco also represents challengers and advertisers before the National Advertising Division (NAD) of the Council of Better Business Bureaus and the National Advertising Review Board (NARB). In addition, he counsels clients regarding issues involving privacy, data security, electronic commerce, dietary supplement labeling, promotion and marketing, fair credit reporting, debt collection practices, truth-in-lending, health and safety claims, environmental marketing and standard certification.

Mr. Villafranco's clients include Internet service providers, wireless advertisers, international and domestic telecommunication companies, major retailers and direct marketers, as well as manufacturers of dietary supplements, degradable plastics, automobile tires, engine oils, home appliances and other consumer products.

An editor-in-chief of the American Bar Association (ABA) *Consumer Protection Law Developments* treatise and author of numerous articles on advertising law, Mr. Villafranco is an authority on a range of issues involving consumer protection law. He also is a frequent speaker at advertising law seminars and at ABA and FTC programs. He has conducted advertising law workshops for many corporations, including Sprint Nextel, America Online, 3M, Whirlpool, Burger King, BellSouth, R.J. Reynolds, XO Communications, Michelin and Bissell, among others. In addition, he has chaired the 2007 and 2009 ABA Conferences on Consumer Protection.

Representative Experience:

Consumer Class Actions

Krupp v. Nextel Communications, Inc. (N.D. Ill. 2005)

Successfully settled nationwide class action claims related to wireless carrier program changes and related disclosures.

Practice Areas:

Advertising and Marketing
- Consumer Class Action Defense
- FTC and State AG Investigations
- Lanham Act Litigation
- NAD Proceedings
- Green Marketing
Litigation - Washington, DC
- Class Actions
Privacy and Information Security
Food and Drug Law

Heartfield v. Nextel South Corp. (Hamilton Cnty. Tenn. 2004)

Obtained dismissal of a class action complaint alleging deceptive billing practices.

In re Wireless Telephone Federal Cost Recovery Fees Litigation (MDL 1559), 293 F. Supp.2d 1378 (JPML 2003)

Consolidated more than 30 cases challenging wireless telephone carriers' FCC program cost recovery fees. All Writs Act injunction and nationwide class settlement approved and upheld on appeal over objections, 2004 U.S. Dist. LEXIS 23342 (W.D. Mo. 2004), aff'd, 396 F.3d 922 (8th Cir. 2005).

Construction Energies Inc. v. Nextel Communications, Inc. (S.D. Fla. 2003)

Primary jurisdiction referral to FCC of putative nationwide class action suit challenging wireless carrier's recovery of number porting costs under the Communications Act. Suit subsequently dismissed with prejudice.

Stone v. CompuServe Inter. Serv., Inc. (AOL), 804 So. 2d 383 (Fla. App. 2001)

Obtained denial of class certification in an action challenging an Internet service provider's rebate fulfillment practices. Denial of certification upheld on appeal.

America Online, Inc., CompuServe Interactive Services, Inc.

Represented AOL and CompuServe in several class action suits filed in Florida, California, Oklahoma, Illinois and New Jersey. Not one case advanced to class certification, let alone a decision on the merits. The California state appellate court issued an opinion in one of these cases that was especially important. That decision affirmed the LA County Superior Court decision sustaining AOL's demurrer to the complaint for failure to state a cause of action for violation of the Consumer Legal Remedies Act, Unfair Competition Laws and False and Misleading Advertising Laws.

Lanham Act Litigation

Bissell v. Hoover (W.D. Mich. 2006)

Challenged comparative superiority claims made by Hoover for its SteamVac products.

Steak n' Shake v. Burger King (E.D. Mo. 2004)

Successfully defended motions for temporary restraining order (TRO) and preliminary injunction seeking to enjoin Burger King's launch of its new steak burger sandwiches.

BellSouth v. Hawk Communications (N.D. Ga. 2004)

Obtained preliminary injunction in federal court in Atlanta enjoining the defendant's "Dial Up at DSL Speed" claim.

Nextel v. Verizon Wireless (E.D. Va. 2004)

Challenged implied superiority and establishment claims made by Verizon Wireless in connection with new product launch.

Chick-Fil-A v. Burger King (N.D. Ga. 2001)

Defended allegations brought by Chick-Fil-A regarding Burger King advertisements for its original chicken sandwich.

Representation Before the NAD and the NARB

Bissell Homecare, Inc./Halo Technologies, Inc., NAD Case Rep. No. 0000AU (Feb. 13, 2008)

Challenged unqualified germ killing and health-related cleaning and performance claims, endorsement and testimonial claims for ultraviolet "UV-ST" vacuum made by Halo Technologies, Inc. The NAD recommended that several of Halo Technologies' claims be discontinued and expressly qualified.

Sony Electronics, Inc./Panasonic Corporation of North America, NAD Case Rep. No. 4697 (July 16, 2007)

Defended Panasonic Corporation of North America in a challenge brought by Sony Electronics, Inc. regarding advertising claims comparing Panasonic plasma televisions to competing LCD televisions. The NAD determined that Panasonic had reasonable basis and substantiation for the principal claims, and recommended one modification.

The American Chemistry Council/Born Free LLC, NAD Case Rep. No. 4626 (Feb. 1, 2007)

Successfully challenged advertising claims made for Born Free baby bottles. The claims at issue attempted to exploit a minority of scientific opinion in the sale of baby bottles that do not contain bisphenol-A. The NAD agreed that the Born Free claims were unsubstantiated and recommended that they be discontinued.

Electrolux Home Care Products, Ltd., NAD Case Rep. No. 4561 (Sept. 27, 2006)

Challenged claims for the Eureka Atlantis deep cleaner that it maintains the temperature of the cleaning water and has maximum suction power. NAD recommended that the claims be modified to more accurately reflect the features and capabilities of the product.

NX Care, Inc./NV Dietary Supplement, NARC Case Rep. No. 118 (Sept. 8, 2006)

Challenged NX Care on the substantiation of product performance, exclusivity and testimonial claims in advertising. The ERSP recommended that NX Care modify diet/beauty pill advertising claims.

NXCare, Inc./Rev XP Nutritional Supplement, NARC Case Rep. No. 100 (June 16, 2006)

Challenged NX Care. The basis of inquiry was substantiation of establishment, performance, comparative and testimonial claims in advertising. NX Care voluntarily discontinued advertising and was advised about future efforts.

Verizon Online/CSC Holdings, Inc., NAD Case Rep. No. 4476 (Apr. 19, 2006)

Challenged Optimum Online's advertising, which compared DSL and cable broadband service. The challenged ads included commercials that poked fun at DSL service and employees, and claimed that all DSL plans have hefty termination fees and annual contracts. We also challenged Optimum Online's Web site claim that it had the "fastest Internet access." The NAD found in favor of client Verizon Online.

Bissell Homecare, Inc./The Hoover Company, NAD Case Rep. No. 4272C (Feb. 15, 2006)

Challenged Hoover's advertising claims that its Steam Vac Agility deep cleaner "Out Cleans Bissell and All Other Leading Brands." The NAD decision in favor of Hoover was reversed by NARB in favor of BISSELL, which was one of only two NARB reversals in the past 10 years.

AOL/United Online, NAD Case Rep. No. 4413 (Nov. 16, 2005)

Challenged a number of claims in United Online's NetZero advertisements, including the claim that United Online's NetZero HiSpeed 3G dial-up service allows users "to surf at broadband-like speeds," and that this service was "the fastest dial-up service you can get." In November 2005, the NAD agreed that these claims were misleading. United Online agreed to comply with all aspects of the NAD decision, except for the NAD's recommendation that the company discontinue the broadband comparisons. United Online appealed this part of the decision. In April 2006, the NARB rejected United Online's argument, adopting Kelley Drye & Warren's arguments instead and affirming the NAD's decision.

Verizon Wireless/Nextel Communications, Inc., NAD Case Rep. No. 4251 (Nov. 30, 2004)

Defended Nextel against Verizon's challenge of truth and accuracy of coverage claims promoting its Direct Connect wireless service. The NAD determined that Nextel's coverage claims were substantiated, with recommendation of a slight modification to pricing claim.

Nike, Inc./National Advertising Division, NAD Case Rep. No. 4244 (Nov. 28, 2004)

Provided substantiation for certain express and implied claims by Nike for its Nike Vision EXP Sunglasses, as well as an implied comparative superiority claim, per the request of the NAD. It found that Nike's performance and endorsement claims were all supported.

Sprint Nextel Corporation/Verizon Wireless, NAD Case Rep. No. 4246 (Nov. 28, 2004)

Challenged truth and accuracy of claims made by Verizon Wireless regarding the scope of coverage for their "In Network" rate plan. The NAD recommended Verizon discontinue or modify its "anytime, anywhere" claims. In a separate action, demonstrated that Nextel's claim that its Direct Connect service was available "coast to coast" was substantiated.

Consumer/Bissell Homecare, Inc., NAD Case Rep. No. 4145 (Feb. 13, 2004)

Defended Bissell, Inc. in an advertising challenge that developed as a result of two consumer inquiries submitted to the Better Business Bureau alleging that the Bissell "steamer" did not really use steam to clean carpets. Ultimately, the NAD agreed that the use of the word "steamer" to describe an upright cleaning machine was not likely to mislead consumers, which permitted our client to continue using the term.

BellSouth Corporation/Hawk Communications, LLC, NAD Case Rep. No. 4131 (Jan. 8, 2004)

Successfully challenged truth and accuracy of advertisements for the Joi

Express Internet Service's "Dial-up at DSL Speed." The NAD recommended that Hawk Communications discontinue or modify its claims. Hawk disregarded the NAD's ruling, which led to our filing in U.S. District Court for the Northern District of Georgia.

Burger King Corporation/Hardee's Food Systems, Inc., NAD Case Rep. No. 4090 (Aug. 28, 2003)

Challenged ads implying that Hardee's Thickburgers contained substantially more meat than Burger King burgers. After Hardee's Food Systems voluntarily promised to discontinue its claims, the NAD closed the case.

Representation before the FTC and State AGs

America Online, Inc., CompuServe, Inc. (FTC 2004)

Represented AOL and CompuServe during a four-year investigation before the FTC of its advertising and member services practices.

Nixon v. Nextel Communications, Inc. 248 F. Supp. 2d 885 (E.D. Mo. 2003)

Represented Nextel in investigation and eventual litigation against Attorney General Jay Nixon.

RJ Reynolds Tobacco Company (FTC 1999)

Defended RJR's Joe Camel advertising campaign in administrative litigation that resulted in the FTC's withdrawal of its complaint.

Honors and Awards:

Selected as one of *The Best Lawyers in America* in the Advertising Law area by America Lawyer Media, 2007, 2008, 2009 and 2010.

Ranked in the 2008 and 2009 editions of *Chambers USA* as one of the country's leading practitioners in the privacy & data security area.

Mentioned in the 2009 edition of *US Legal 500* for his work with the advertising and privacy practices.

Memberships and Associations:

American Bar Association, Section on Antitrust Law, Consumer Protection Committee, immediate past chair

Professional Activities:

American Bar Association's Consumer Protection Law Developments treatise, editor-in-chief

Publications:

"The Law of Comparative Advertising in the United States," *IP Litigator*, January/February 2010.

"Beating the Heat: What Food & Supplement Marketers Need to Know About the FTC's Summer of Litigation," *Viewpoints on FDA: Enforcement*, October 2009, with Katie Bond.

"Dietary Supplement Labeling and Advertising Claims: Are Clinical Studies on the Full Product Required?" *Food and Drug Law Journal*, Vol. 64, No. 1, 2009, with Katie Bond.

"Making it Stop: A Practical Guide to Challenging Your Competitor's Advertising Claims," *Metropolitan Corporate Counsel*, Volume 16, No. 10, October 2008, with Jennifer Ngai.

"Unfair Competition in Advertising: Developments and Trends in Lanham Act Litigation." *Antitrust*, Vol. 22, No. 3, Summer 2008, with Matthew Marcotte.

"Making it Stop: A Practical Guide to Challenging Your Competitor's Advertising Claims," *Advertising Compliance Service*, Volume XXVIII, Issue 12, June 2008, with Jennifer Ngai.

Interview with Professor Rebecca Tushnet, Georgetown University Law Center. 43(B)log. April 16, 2008 <http://tushnet.blogspot.com/>.

"Regulation of Dietary Supplement Advertising: Current Claims of Interest to the Federal Trade Commission and National Advertising Division," *Food and Drug Law Journal*, Vol. 62, No. 4, 2007, with Andrew Lustigman.

"Privacy and Data Security Update: How to Make Certain the Compliance Checklist Is Up-To-Date," *Privacy and Data Security Law Journal*, Vol. 2, No. 11, October 2007, with Alysa Zeltzer Hutnik.

"Blogging Do's and Don'ts," *Internet Law & Strategy*, February 2007, with Alysa Zeltzer.

"Corporate Blogging: What to Keep in Mind Before You Start Your Own," *Computer & Internet*, Andrews Litigation Reporter, Vol. 24, No. 14, December 2006, with Alysa Zeltzer.

"Handling Online Customer Feedback," *E-Venturing*, The Kaufmann Foundation, September 2006, with Alysa Zeltzer.

"Case Closed: Learning from Ten Years of Federal Trade Commission Letters Closing Consumer Protection Cases," *ABA Consumer Protection Update*, Summer 2006, with Lew Rose and Alysa Zeltzer.

"Identity Theft: What's a Business to Do When a Consumer Calls to Complain about a Fraudulent Payment?," *Privacy and Data Law Security Journal*, Vol. 1, No. 6 (May 2006).

"Product Placement and Brand Integration Strategies: Managing the Risks of Regulatory Uncertainty," *Consumer Protection Update*, Newsletter of the Consumer Protection Committee, ABA Section on Advertising Law (Spring 2006).

"Challenging A Competitor's Advertising Claims," *The Antitrust Source* (May 2005).

"The Miller Generation Leaves its Mark," *ABA Antitrust Magazine*, Vol. 18, No. 3 (Summer 2004).

"Compliance With Amendments to the Telemarketing Sales Rule," *Antitrust*, Vol. 17, No. 3 (2003).

"The Regulation of Fast Food Under the FTC's Unfairness Authority," *New York Law Journal*, Vol. 228, No. 76 (October 21, 2002).

"Patriotic (and Truthful) Marketing: Substantiating a 'Made in USA' Claim," *ACCA Docket*, June 2002, pp 92-105.

"(Im)material Omissions: The Inefficiencies of Requiring Disclosure." That Certain Products Are Made With Used Parts. *ABA Consumer Protection Update*, Vol. 10, No. 2 (Spring 2002).

"Offer Acceptance: The Enforceability of Software Terms of Service," *Consumer Protection Update*, Newsletter of the Consumer Protection Committee, ABA Section on Antitrust Law (Fall 2001).

"Advertising Controversial Products Online," *Consumer Protection Update*, Newsletter of the Consumer Protection Committee, ABA Section on Antitrust Law (Spring 2000).

"Proposed Regulation of Cigar Ads Unconstitutional," *Legal Opinion Letter*, Washington Legal Foundation (Jan. 21, 2000).

Client Advisories:

"Ramirez and Brill Confirmed as FTC Commissioners," March 04, 2010

"Advertising Litigation On the Rise," November 30, 2009

"President Obama Nominates New FTC Commissioners," November 17, 2009

"FTC Issues Final Sweeping Changes to Endorsement and Testimonial Guides
Guidelines Effective As of December 1, 2009," October 15, 2009

"New Director of Consumer Protection Addresses Leaders at ABA Conference: Focuses on Enforcement and Privacy," June 19, 2009

"FTC Chairman Appoints New Director of the Bureau of Consumer Protection," April 16, 2009

"President Obama Plans to Appoint Jon Leibowitz Chairman of the FTC," February 27, 2009

"Proposed Changes to Massachusetts Advertising Regulations," February 10, 2009

"FDA Issues Warning Letters on Combination Dietary Supplement/OTC Drug Products," November 12, 2008

"Federal Trade Commission Workshop on Mobile Marketing," May 12, 2008

"FTC Reauthorization Act of 2008," April 11, 2008

"TCPA Does Not Preempt State Telemarketing Statutes," May 09, 2007

"FTC's Workshop on Negative Option Marketing," February 02, 2007

"Endorsements and Testimonials in Advertising: FTC Request for Comments," January 19, 2007

"Novel Class Actions Seek Application of California Eavesdropping Law to Ordinary Course of Business Telephone Monitoring and Recording," November 10, 2006

"New State Privacy Laws: Regulating the Use of Social Security Numbers and Requiring Wireless Security Warnings," October 10, 2006

"House Judiciary Committee Passes Data Security Bill," May 30, 2006

"FTC Settles Privacy Case With Nations Title Agency," May 16, 2006

"House Energy and Commerce Committee Passes Data Security Bill," March 31, 2006

"New York Passes Rebate and Mail Order Legislation," September 02, 2005

"Congressmen Stearns and Barton Release Draft Data Security Legislation," July 05, 2005

"FTC Settles Landmark Data Security Breach Case," June 21, 2005

"Rules of the Road: Following Unsolicited Commercial Email (UCE) Requirements," January 01, 2005

"New California Law Affects Businesses that Share Consumer Information with Third Party Marketers," November 15, 2004

"Food Marketing and Childhood Obesity Report," December 18, 2003

Speaking Engagements:

"Marketing - Everyone is Going Green, Are You?," American Bar Association Section of Intellectual Property Law, teleconference, January 28, 2010

"Truth vs. Fiction: Comparative Advertising Around the World," International Trademark Association's Leadership Meeting, Miami Beach, FL, (November 11, 2009)

"Dietary Supplement Labeling and Advertising Claims: Clinical Studies on Ingredients vs. the Full Product: What is required?" webinar hosted by CRN

and Virgo (November 3, 2009)

“From the Lab to the Claim: Issues in Product Testing,” National Advertising Division Annual Conference on Monday, New York, NY, (October 5, 2009)

"Green Marketing—Everyone is Going Green, Are You?" ABA Annual Meeting, Chicago, IL (August 2, 2009)

“FTC Chairs' Perspective: Three Decades of The Reasonable Consumer Acting Reasonably and Outlook for the Next Decade,” American Bar Association Section of Antitrust Law 2009 Consumer Protection Conference, Washington, DC, (June 18, 2009), conference co-chair

"Cross-National Perspectives On Consumer Protection," American Bar Association Section of Antitrust Law 57th Annual Antitrust Spring Meeting, Washington, DC, (March 25, 2009)

"YYUR YYIC ICUR YY4Me – A Mobile Marketing Round-Up," Promotions Marketing Association Legal Marketing Conference, Chicago, IL (November 20, 2008)

"Green Marketing," NAAG Fall Consumer Protection Seminar, San Antonio, TX (October 27, 2008)

"Mock National Advertising Division Challenge," National Advertising Division Annual Conference, New York, NY (September 22, 2008)

"When Your Competitor Crosses the Line – Industry Self Regulation and Litigation under the Lanham Act," Conference on Advertising Law: FTC Rules of the Road, Colorado Bar Association, Denver, CO (July 24, 2008)

"Evaluating the Pros and Cons of Challenging a Competitor's False Advertising Claim before the FTC, the NAD, or in the Courts," Conference on False Advertising Litigation, American Conference Institute, Chicago, IL (June 24, 2008)

"Responsible Green Marketing: Complying with Regulations and Guidelines," Advertisers' and Marketers' Regulatory Summit, American Conference Institute, Washington, DC (June 17, 2008)

"Consumer Protection and Consumer Welfare in Information and Communications Technology Markets," Spring Meeting of the American Bar Association Section on Antitrust Law, Washington, DC, (March 26, 2008)

"Changing Rules in Competitor False Advertising Litigation: Important Recent Doctrinal Developments," Spring Meeting of the American Bar Association Section on Antitrust Law, Washington, DC (March 26, 2008)

"The Power of Customer Feedback: Blogging and the Transformation of Traditional Marketing," What's New in Comparative Advertising, Claim Support and Self-Regulation, National Advertising Division Annual Conference, New York, NY (September 24-25, 2007).

"Dietary Supplements," ERA East Coast Legal Series, Electronic Retailing Association, New York, NY (June 26, 2007).

"Avoiding Government Scrutiny When Marketing to Wireless Devices," Advertisers' and Marketers' Regulatory Summit, American Conference Institute, Washington, DC (May 2, 2007)

"Litigating Advertising Claims - Results May Vary," Advanced Corporate Counsel Forum on Advertising Law, Chicago, IL (June 21, 2006)

"Competition and Consumer Law Pitfalls When Marketing on the Internet," 2006 International Law Association Conference, Toronto, (June 5, 2006)

"Consumer Class Action Reform: Measuring the Effect of the Class Action Fairness Act of 2005, the Federal Trade Commission's Class Action Fairness Project, and California's Proposition 64," American Bar Association Section on Antitrust Law, Consumer Protection Committee General Session Program, Washington, DC (March 30, 2006)

"Advertising Claims Substantiation," Insight Information, Chicago, IL (March 20, 2006)

"The Advertiser's Decision Tree: Challenging Your Competitor's Claims," Advanced Advertising Law The Strategic Guide for Corporate Counsel (Chairman), Marcus Evans, Chicago, IL (March 6, 2006)

"Product Placement and Brand Integration: Practical Strategies to Reduce Your Risk," Advanced Advertising Law The Strategic Guide for Corporate Counsel (Chairman), Marcus Evans, Chicago, IL (March 7, 2006)

Conference Discussion: State Regulator Panel, Association of National Advertiser's 2006 Annual Advertising Law & Business Affairs New York, N.Y. (January 26, 2006)

"Product Placement and Brand Integration Strategies: Managing the Risks of Regulatory Uncertainty," American Conference Institute, New York, NY (December 13, 2005)

"The 'Next Big Thing' in Advertising Law: Brand Integration and Product Placement," The National Advertising Review Council, New York, NY (September 27, 2005)

"Green Lights and Red Flags: FTC Rules of the Road for Advertisers," Industry Self-Regulation and Alternatives to Litigation, Federal Trade Commission and the State Bar of Arizona, Phoenix, AZ (September 21, 2005)

"The Advertiser's Decision Tree: Challenging Competitor's Claims," 15th National Advanced Corporate Counsel Forum on Advertising Law Chicago, IL (June 5, 2005)

"Challenging Your Competitors' Claims," Marcus Evans, New York, NY (June 1-3, 2005)

"Green Lights and Red Flags: FTC Rules of the Road for Advertisers," Industry Self-Regulation and Alternatives to Litigation, Federal Trade Commission, Chapel Hill, NC (April 19, 2005)

"Consumer Protection for Competition Lawyers: Essentials of False Advertising, Unfair and Deceptive Trade Practices, and Privacy," American Bar Association Section on Antitrust Law, Consumer Protection Committee General Session Program, Washington, DC (March 30, 2005)

"Continuous Sales/Ordinary Sale Price Claims in the U.S. and Canada: Ensuring that Bargains Really Are Bargains Post-Sears and Jos. A. Bank," Co-sponsored by Canadian Bar Association's Marketing Practice Committee and the American Bar Association's Consumer Protection Committee (March 3, 2005)

"Data Leaks and Identity Theft: Best Practices In Protecting Against Security Breaches Post-ChoicePoint and LexisNexis," Washington, DC (February 9, 2005)

"Developments in U.S. Consumer Protection, Advertising, and Marketing Law," Canadian Bar Association, Ottawa, Canada (September 23, 2004)

"The Reemergence Of The Unfairness Doctrine," American Bar Association, Section on Antitrust Law, Consumer Protection Committee, General Session Program (March 2004)

"Liability for Claims and Actions by Employees: Strategies for Reducing Exposure," American Conference Institute, New York, NY (December 15, 2003)

"Substantiating Comparative Advertising Claims," National Advertising Division, New York, NY (October 22, 2003)

"Prevailing Before the National Advertising Division and the National Advertising Review Board," American Conference Institute, Chicago, IL (May 19, 2003)

"Precedent Setting Developments in the Federal and State Arena and the National Advertising Division," American Conference Institute, New York, NY (April 15, 2003)

"Advertising Law Update: Recent Developments Under the Lanham Act," American Bar Association, Section on Antitrust Law, Consumer Protection Committee Program, Washington, DC (April 2-4, 2003)

"Precedent Setting Developments in the Federal and State Arena and the National Advertising Division," American Conference Institute, New York, NY (December 9, 2002)

"Advertising Law Update, Recent Developments Under the Lanham Act," American Bar Association, Section on Antitrust, Consumer Protection Committee Program, Spring Meeting, Washington, DC (April 24, 2002)

"Advertising Claim Substantiation," American Conference Institute, New York, NY (December 9, 2001)

"Substantiation Comparative Advertising Claims: Competent and Reliable Evidence," American Conference Institute, Chicago, IL (June 21, 2001)

"How To Handle Class Actions And State Attorney General Actions That Converge Over The Same Issues," Fulcrum, San Francisco, CA (August 31, 2000)

Bar Admissions:

District of Columbia, 1992

New Jersey, 1991

New York, 1992

Courts:

U.S. Supreme Court

U.S. Court of Appeals – Second, Sixth, Tenth, Eleventh and District of Columbia Circuits

Education:

Catholic University of America, Columbus School of Law, J.D., 1991

Wake Forest University, B.A., 1984

Office Location:

Washington Harbour, Suite 400

3050 K Street, NW

Washington, D.C. 20007-5108