



## Gonzalo E. Mon

Partner

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### About

Gonzalo Mon advises a wide range of companies in all aspects of promoting their brands. Companies turn to him when they need help creating their advertising campaigns, negotiating marketing agreements, and resolving disputes with competitors and regulators.

Gonzalo helps his clients determine what they can say about their products and services in ads, as well as what type of evidence they need to support their claims. He has defended clients when their ads have been challenged by competitors and regulators, including in proceedings before the National Advertising Division (NAD). He has also helped clients challenge their competitors when those competitors made claims they could not support.

Gonzalo drafts and negotiates many of the agreements that underlie his clients' marketing campaigns. Among other things, he has worked on sponsorship agreements, advertising agency agreements, and endorsement agreements with actors, athletes, musicians, and other influencers. Balancing his knowledge of the law and his client's business goals, Gonzalo knows how to find a middle ground in negotiations and get to a favorable outcome.

As companies experiment with new strategies to promote their brands, Gonzalo helps them identify and address the issues raised by these strategies. For example, he has advised clients on how to run various types of campaigns—including sweepstakes and contests—on social media, how to work with influencers, and how to engage in “green marketing.”

Gonzalo takes the time to understand his clients' business goals, and he is known for helping to find practical solutions tailored to each client's risk tolerance, especially in cases where the answers aren't clear. As one client recently reported to *The Legal 500 US*, Gonzalo does, “an excellent job of balancing the legal risk and the business exigencies.”

Gonzalo knows firsthand what in-house counsel and business executives require to do their jobs effectively. He spent more than three years working onsite in a technology client's legal department, where he reviewed the majority of the company's advertisements, drafted agreements, advised on product launches, and assisted with various promotions. This experience helped him better understand his clients' needs.

As one client recently told Chambers USA, Gonzalo “approaches all issues with intelligence and patience and is always sensitive to the needs of our business” In addition to his frequent articles and

speaking engagements, Gonzalo serves as editor of the firm's [Ad Law Access blog](#).

## Experience

Assisted clients in launching high-profile advertising campaigns. Among other things, Gonzalo has helped companies design test protocols, evaluate results, draft claims, and respond to network clearance requests.

Drafted and negotiated endorsement agreements with actors, athletes, musicians, and other influencers. For example, Gonzalo recently negotiated agreements with three high-profile artists who appeared in an advertisement for a client. Gonzalo later advised the client on how to navigate various issues that emerged during production, helping to move the project forward effectively.

Advised clients on how to structure and conduct influencer campaigns. Gonzalo has drafted and negotiated many agreements with influencers and has advised clients on how to manage different types of campaigns. Gonzalo has also represented individual influencers.

Drafted and negotiated sponsorship agreements for various sporting events, concerts, festivals, and other events. For example, Gonzalo recently helped a company negotiate a multi-year deal for a high profile sponsorship at events across the U.S. and Canada.

Assisted a client in negotiating a seven-year deal with a television network granting the client exclusive rights to advertise during Olympic programming within a broad category. Gonzalo also helped negotiate a related advertising agency agreement and deals with talent that appeared in ads.

Assisted clients with their Environmental, Social, and Governance ("ESG") campaigns. For example, Gonzalo has advised various companies on how to substantiate claims about their progress on environmental initiatives and how to structure charitable promotions.

Represented clients in federal and multi-state attorney general investigations. For example, Gonzalo recently defended a company in an inquiry into various practices that were central to the company's business model, and convinced various states to drop the investigation.

Represented clients in various actions before the NAD. For example, Gonzalo recently led a challenge against a series of comparative ads about environmental benefits that were run by his client's competitor, resulting in a victory on all major points. And he has successfully defended clients, when they were challenged.

Helped companies diffuse litigation threats. For example, when a competitor threatened to sue a client whose claims were no longer accurate, Gonzalo advised on a strategy for dealing with the competitor, and helped negotiate a mutually agreeable settlement.

Worked on hundreds of sweepstakes, contests, and other promotions. Rather than use a "one-size-fits-all" approach that rarely fits well, Gonzalo helps clients tailor their approaches to level of risk involved.

Worked with the firm's litigators to help defend clients in lawsuits. For example, he successfully defended a company against a class action lawsuit in California in which the plaintiffs had alleged that a promotion violated lottery and gambling laws.

Assisted various companies in determining whether their websites are subject to the Americans with Disabilities Act. Gonzalo has advised companies on how to reduce their exposure and worked closely with colleagues in the litigation group to help clients quickly settle suits.

## Honors

Named 2012 D.C. Advertising “Lawyer of the Year” by *Best Lawyers*<sup>®</sup>.

*The Best Lawyers in America*<sup>®</sup> (Woodward/White, Inc.), Advertising Law, 2012-2026.

Named as a recognized practitioner by *Chambers USA* in the Advertising: Transitional and Regulatory area, 2015-2019 and ranked nationally in 2021-2026.

Recommended in *US Legal 500* for his work in the Marketing and Advertising – Transactional and Regulatory area, 2010-2012, 2017 and 2020-2024 and in the Data Protection and Privacy area, 2011-2012.

Named 2013 Privacy and Information Security “Lawyer of the Year” by *Lawyer Monthly*.

## Affiliations

IAPP, Certified Information Privacy Professional–Europe

IAPP, Certified Information Privacy Professional–United States

*E-Commerce Law & Policy*, editorial board member

Brand Activation Association

American Bar Association *Consumer Protection Law Developments – Update*, editorial board member

Promotion Marketing Association REGGIE Awards, judge, 2012-2013

## Community

Gonzalo is a Fit to Fight<sup>®</sup> black belt and certified Defensive Options<sup>®</sup> instructor. He teaches self-defense and fitness classes in DC.

### Related Services

ADA Website Accessibility

Advertising and Marketing

Advertising Technology (AdTech)

Blockchain and Cryptocurrency

California Consumer Privacy Act (CCPA)

Communications

Consumer Class Action Defense

Consumer Packaged Goods

Cybersecurity Counseling and Compliance

Fashion and Retail

Federal Trade Commission

Manufacturing

NAD and NARB Challenges

Privacy and Information Security

Technology

### Education

The George Washington University Law School, J.D., 2000

The College of New Jersey, B.A., 1996

- magna cum laude

## Admissions

District of Columbia, 2001

## Languages

Spanish