



Gonzalo E. Mon

Partner

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About

Gonzalo Mon is an advertising and marketing law attorney with more than 25 years of experience advising companies on the full spectrum of advertising issues. His practice spans counseling (including advertising claim substantiation and regulatory compliance), transactional matters (including marketing and endorsement agreements), and contested matters (including NAD, NARB, and FTC challenges and defense).

Companies turn to Gonzalo when developing advertising campaigns. He guides clients on what claims they can make about their products and services, whether those involve comparative advertising, green marketing, or other promotional strategies. Gonzalo manages the claim substantiation process from start to finish, helping clients identify the evidence needed to support their claims.

Gonzalo drafts and negotiates the agreements that drive his clients' advertising campaigns, including advertising agency agreements, sponsorship agreements, and endorsement deals with actors, athletes, musicians, and influencers. He is recognized for finding creative solutions in complex negotiations and achieving results that align legal risk tolerance with commercial objectives.

Gonzalo defends clients in false advertising disputes before the National Advertising Division (NAD) and the National Advertising Review Board (NARB), and in regulatory challenges from the Federal Trade Commission (FTC), state attorneys general, and other regulators. He also brings offensive challenges against competitors whose advertising claims lack adequate support.

As companies adopt new promotional strategies, Gonzalo helps them navigate the associated legal risks. His experience includes advising on sweepstakes, contests, and promotions, influencer campaigns, social media strategies, automatic renewal programs, green marketing, and "Made in USA" claims.

Gonzalo is known for tailoring advice to each client's risk tolerance, particularly on advertising claims lacking clear regulatory guidance. As one client told *Chambers USA*, he "approaches all issues with intelligence and patience and is always sensitive to the needs of our business." Another client reported to *The Legal 500 US* that Gonzalo does "an excellent job of balancing the legal risk and the business exigencies."

Gonzalo's perspective is informed by more than three years spent working onsite in a technology company's legal department, where he reviewed the majority of the company's advertisements, drafted agreements, advised on product launches, and managed promotions. This embedded experience gives him firsthand insight into what in-house counsel and business executives need to move quickly and effectively.

Gonzalo writes and speaks frequently on advertising law developments and serves as editor of Kelley Drye's [Ad Law Access blog](#), a leading industry publication on advertising and marketing law compliance.

Experience

Counsels leading brands on high-profile advertising campaigns, including designing substantiation test protocols, reviewing claims, drafting disclosures, and navigating network clearance processes.

Negotiates endorsement agreements with actors, athletes, musicians, and other influencers. For example, Gonzalo recently negotiated agreements with three high-profile artists for a major advertising campaign, then guided the client through production challenges to keep the project on track.

Advises 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.

Negotiates sponsorship agreements for sporting events, concerts, festivals, award shows, and other live entertainment. For example, Gonzalo recently secured a multi-year, cross-border sponsorship deal covering events across the U.S. and Canada.

Negotiated a seven-year exclusive Olympic advertising deal with a major television network, securing category-exclusive rights across all Olympic programming. Gonzalo also negotiated the related advertising agency agreement and talent deals for the campaign.

Advises companies on green marketing campaigns, including reviewing substantiation and drafting disclosures.

Defends clients in federal and multi-state attorney general investigations. Gonzalo recently represented a company facing a coordinated state AG inquiry into core business practices, ultimately persuading multiple states to close the investigation without enforcement action.

Appears before the National Advertising Division (NAD) on behalf of both challengers and advertisers. In a recent matter, Gonzalo led a successful challenge to a competitor's environmental advertising claims, prevailing on all major issues. He has also successfully defended clients against NAD challenges.

Resolves advertising disputes before they escalate to litigation. For example, when a competitor recently threatened suit over a client's advertising claims, Gonzalo developed a response strategy and negotiated a favorable settlement.

Works on sweepstakes, contests, and promotional campaigns. Rather than apply a one-size-fits-all approach, Gonzalo tailors each promotion's legal structure to the client's specific risk tolerance and business objectives.

Defends promotional campaigns in litigation. Gonzalo worked with the firm's litigation team to

successfully defeat a California class action alleging that a client's promotion violated state lottery and gambling laws.

Honors

Named 2012 D.C. Advertising "Lawyer of the Year" by *Best Lawyers*®.

The Best Lawyers in America® (Woodward/White, Inc.), Advertising Law, 2012-2027.

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

Community

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

Related Services

ADA Website Accessibility
Advertising and Marketing
Advertising Technology (AdTech)
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.
The College of New Jersey, B.A.
• magna cum laude

Admissions

District of Columbia

Languages

