



## Katie Rogers

Special Counsel

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### About

Katie Rogers advises clients on a multitude of advertising, privacy, and compliance issues related to consumer protection, including green claims, health-related claims, endorsements, testimonials, and promotions. With a particularly strong background in environmental science, Katie is often asked to review the science supporting environmental benefit and health benefit claims, counsels on data gaps, and works with brands to compose advertising claims based on the science.

Katie has represented clients in a broad range of counseling and enforcement matters before the FTC, FDA, CPSC, and NAD. She has assisted a number of major brands in the review and development of environmental marketing claims and substantiation for those claims. A strong advocate for her clients, Katie has successfully defended NAD challenges and FTC investigations.

Katie also has expertise with FDA-regulated products, such as dietary supplements, cosmetics, and food packaging products. She has worked on a number of GRAS evaluations for indirect food additive materials.

Additionally, Katie has participated in multiple long-term secondments, to a Fortune 500 software provider, a major clothing brand, and a large food manufacturing company, providing her with the knowledge and expertise of an in-house attorney.

### Experience

Seconded to a major software provider company for over a year assisting the legal team with privacy compliance, negotiating agreements with technology partners, and reviewing sweepstakes and contests.

Seconded to a large nutritional food manufacturing company, assisting the legal team with endorsements and testimonial claims, subscription marketing, and providing guidance on survey methodology.

Assisted a consumer product company in a due diligence review to identify legal risks associated with potential purchase of a multi-level marketing company manufacturing and distributing nutritional supplements.

Assisted a number of major brands in the review and development of environmental marketing

claims and substantiation for those claims.

Served as lead associate in successfully defending NAD challenge regarding competitive environmental benefit claims for computer products.

Assisted major retailers with interpreting and complying with the FTC's Textile Act, Wool Act, and Fur Products Labeling Act.

Assisted food industry trade group in preparing comments on the proposed revisions to the FTC's Green Guides.

Served as lead associate successfully representing insulation company in an investigation by the FTC regarding environmental benefit claims.

Assisted major beverage company with ensuring that all components of products comply with FDA requirements, which included preparing legal opinion letters regarding the FDA status of products based on scientific evaluations from an outside scientific firm.

Assisted large retailer with review of product labels to determine compliance with CPSC requirements.

## **Related Services**

Advertising and Marketing

Advertising Technology

Dietary Supplements and Functional Foods

Environmental, Social and Governance (ESG)

Federal Trade Commission

Food and Drug

Marketing and Promotions

Privacy and Information Security

State Attorneys General

PFAS and Emerging Contaminants

## **Education**

Boston College Law School, J.D., 2004

Boston College, B.A., 2001

- cum laude

## **Admissions**

Massachusetts, 2021

District of Columbia, 2005

## **Courts**

U.S. District Court–District of Massachusetts