



Katrina Hatahet

Associate

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About

Katrina Hatahet is an associate in the firm's Washington, D.C. office, where she focuses her practice on advertising law, consumer protection, and regulatory compliance. She advises clients on a wide range of advertising and marketing matters, including claims substantiation, FDA labeling compliance, sale pricing practices, sponsorship and influencer agreements, social media campaigns, cause marketing campaigns, and direct sales and network marketing compliance. Katrina has experience handling NAD challenges, FTC investigations, and state attorney general inquiries. She has also completed secondments with one of the world's largest quick service restaurant companies and a leading fashion accessories brand, providing day-to-day advertising and marketing counsel to their in-house teams.

Experience

Provided day-to-day counseling on food advertising claims and advised on consumer surveys to substantiate claims.

Advised companies on food labeling requirements and claims made on product packaging, ensuring compliance with FDA regulations.

Advised clients on dietary supplement advertising and labeling, including permissible structure/function claims and impermissible disease claims.

Represented clients in NAD proceedings involving competitor ad challenges.

Provided advertising counselling and conducted a comprehensive review of marketing materials to enhance compliance and mitigate risk following an NAD matter.

Represented a major direct seller in an FTC investigation concerning alleged unfair and deceptive practices related to its earnings claims.

Represented a direct seller in a Direct Selling Self-Regulatory Council (DSSRC) complaint regarding earnings claims and resolved the matter.

Drafted demand letters to competitors regarding false and misleading advertising claims.

Drafted agreements for influencer campaigns, product collaborations, and sponsorship agreements for a leading fashion accessories brand.

Advised clients on strikethrough pricing practices and state pricing and fee disclosures requirements and represented clients in connection with regulatory inquiries.

Advised companies on structuring charitable promotions to benefit charities, including commercial co-ventures and donation at check-out programs, ensuring compliance with state law requirements and overseeing the filing of charitable campaign registrations and financial reports.

Advised companies on state service contract registration requirements and regulatory inquiries, overseeing state filings.

Represented a client in responding to a DOJ Civil Investigative Demand (CID) in connection with an antitrust investigation.

Related Services

Advertising and Marketing
Advertising Technology (AdTech)
Consumer Product Safety Regulation
Direct Sales and Multi-level Marketing
Fashion and Retail
Federal Trade Commission
NAD and NARB Challenges
State Attorneys General

Education

Georgetown University Law Center, J.D.

- Dean's List

James Madison University, B.A.

- cum laude
- International Affairs

Admissions

District of Columbia