



# Kelley Drye's Advertising and Marketing Group Named Law360 Practice of the Year

January 21, 2014

Kelley Drye's [Advertising and Marketing Law](#) practice group has been named a "Practice Group of the Year" by the legal publication *Law360*. The award, now in its fourth year, recognizes firms that have "excelled at the getting the job done." *Law360* noted that in 2013 Kelley Drye notched wins for clients in courts, at the National Advertising Division (NAD), and at the Federal Trade Commission (FTC). They highlighted Kelley Drye's work for several major companies in a variety of industries each facing its own legal challenges.

From litigation defense in consumer false advertising litigation to high-stakes proceedings before the National Advertising Division of the Council of Better Business Bureaus over ad claims brought by rival businesses, Kelley Drye's Advertising and Marketing team delivered strong results for multiple, A-list corporate clients, earning it a spot among *Law360's* Practice Groups of the Year. "We are passionate about our areas of practice and we share that passion with our colleagues as well as our clients," [Christie Thompson](#), the Washington, D.C.-based chair of the firm's Advertising and Marketing and Consumer Product Safety practice groups.

"At Kelley Drye we represent both challengers and defendants in NAD proceedings, but regardless of our position, we usually support our claim with a reliable consumer survey or scientific study. NAD challenges involve overlaying the advertising claims and supporting facts with the applicable laws and regulations," Thompson said. "We also like to provide NAD with context for the challenge, including relevant background on the industry, the competitive landscape and other information that helps to explain why the advertiser elected to run the challenged claims."

Showing a full range of ability, the practice also assists clients in preventing Federal Trade Commission investigations involving alleged mislabeling. "Kelley Drye is extremely successful at defending clients before the FTC and other regulatory bodies to convince them to close investigations. In just the past 12 months, we have obtained four closings on behalf of our clients."

The firm also represents any number of corporate clients in matters that hinge on telemarketing claims, the use of endorsements, the procurement of favorable contracts for the use of original music composed by well-known artists for commercials and other sponsorship and advertising challenges.