

Partner Dana B. Rosenfeld Named “Advertising Lawyer of the Year”

August 15, 2016

Kelley Drye & Warren LLP announced that partner [Dana B. Rosenfeld](#), chair of the [Privacy and Information Security](#) practice and a partner in the [Advertising and Marketing](#) practice group, has been named the *Best Lawyers*® 2017 Advertising Law "Lawyer of the Year" in Washington, D.C. The firm has held the distinction six times previously. [Christie Grymes Thompson](#), chair of the Advertising and Marketing and Consumer Product Safety practice groups, was the recipient of the 2016 honor, which was previously held by Kelley Drye's firm managing partner (2014), as well as partners [William C. MacLeod](#) (2013), [Gonzalo E. Mon](#) (2012) and [John E. Villafranco](#) (2011).

The "Lawyer of the Year" designation is based entirely on a comprehensive peer-review survey in which leading attorneys cast approximately five million votes on the legal abilities of other lawyers in their practice areas. Because this is a peer designation and there is no listing fee, the *Best Lawyers* methodology is structured to capture consensus opinion about the attorneys who deserve to be commended for their abilities, professionalism, and integrity.

Ms. Rosenfeld's practice focuses on all facets of privacy and data security, advertising and consumer financial protection issues at the federal and state level. Previously, she was assistant director of the FTC's Bureau of Consumer Protection and attorney advisor to FTC Chairman Robert Pitofsky. Ms. Rosenfeld frequently represents clients in advertising substantiation proceedings and investigations conducted by the FTC and state Attorneys General, particularly with regard to environmental marketing, health and safety claims, weight management and price advertising. She assists clients in developing and clearing advertising claims and evaluating competitors' conduct for potential advertising challenges, and provides advice on implementation of various advertising techniques, such as native advertising, endorsements and testimonials and mobile marketing. She is currently Chair of the ABA's Privacy and Information Security Committee.

Five other Kelley Drye advertising law attorneys were also selected for inclusion in the *Best Lawyers in America*® 2017. [William C. MacLeod](#), [Gonzalo E. Mon](#), [Dana B. Rosenfeld](#), [Christie Grymes Thompson](#) and [John E. Villafranco](#) were recognized for their outstanding reputations and excellence in legal work.