



# Partner John E. Villafranco Named D.C. Advertising "Lawyer of the Year" by Best Lawyers

September 29, 2010

Kelley Drye & Warren LLP announced today that partner John E. Villafranco has been named the 2011 "Lawyer of the Year" for Advertising and Marketing Law in Washington, D.C., by *Best Lawyers*.

*Best Lawyers* compiles its lists of outstanding attorneys by conducting exhaustive peer-review surveys in which thousands of leading lawyers confidentially evaluate their professional peers. Mr. Villafranco was honored as "Lawyer of the Year" after having received particularly high ratings - a distinction that signifies the respect his peers have for his legal talent, professionalism, and integrity.

"John is one of the leading consumer protection attorneys in the country and has an unrivaled breadth of knowledge," said [James Kirk](#), Kelley Drye managing partner. "We are proud that he is not only greatly appreciated by his clients, but also recognized by his peers for his contributions to the field of advertising law."

In practice for over 20 years, Mr. Villafranco's experience includes successes on behalf of clients in investigations conducted by the Federal Trade Commission and state Attorneys General, consumer class action defense in state and federal court, Lanham Act litigation, and proceedings before the National Advertising Division of the Council of Better Business Bureaus. He counsels clients regarding issues involving advertising claim substantiation, privacy, data security, electronic commerce, dietary supplement labeling, promotion and marketing, fair credit reporting, debt collection practices, truth-in-lending, health and safety claims, environmental marketing and standard certification.

Mr. Villafranco is an editor-in-chief of the American Bar Association *Consumer Protection Law Developments* treatise and has been ranked highly by *Chambers USA* and *U.S. Legal 500* in the area of Advertising and Marketing.