

William C. MacLeod, Partner
wmacleod@kelleydrye.com



William C. MacLeod, a former Bureau Director at the U.S. Federal Trade Commission (FTC), focuses on competition law, trade regulation, advertising, privacy and security. He is Co-Chair of the Antitrust Practice Group.

Bill represents companies in advertising, antitrust and intellectual property disputes before the state and federal courts, the FTC, and the National Advertising Division of the Council of Better Business Bureaus. His notable cases include monopolization and conspiracy claims, the FTC's first unfairness trial in 20 years and the FTC's first preliminary injunction action in an ad substantiation case.

He counsels and defends companies and trade associations on pricing, advertising, distribution, intellectual property licensing and competitor relations. In his work with trade associations and their members, he has fought onerous regulations and advocated sensible policies on competition, biotechnology, health, and privacy. In his work on privacy and security, he has defended the practices of major retailers, manufacturers and financial companies.

Previously, Bill served as Director, Bureau of Consumer Protection, FTC. As Bureau Director, he was the chief federal prosecutor of unfair and deceptive advertising and the U.S. delegate to a committee of the Organization for Economic Cooperation and Development, where agency heads of Europe, Australia, and Japan develop policies for financial regulations, product safety, and international advertising.