

John E. Villafranco

John Villafranco is a Partner with the law firm of Kelley Drye and practices in the firm's advertising and marketing practices group. Mr. Villafranco is the immediate past chair of the American Bar Association's Section on Antitrust Law Consumer Protection Committee and is a frequent speaker at advertising law seminars and ABA programs. Mr. Villafranco provides litigation and counseling services to corporations involved in advertising and marketing. His experience includes Lanham Act litigation, consumer class action defense, representation of clients in advertising substantiation proceedings and investigations conducted by the Federal Trade Commission and State Attorneys General, and representation of challengers and advertisers before the National Advertising Division and the National Advertising Review Board. In recent years he has been counsel of record on such cases as and *Sprint Nextel Corp. v. Jonathan Mintz and the City of New York*, *Attorney General Jay Nixon v. Nextel*, *Stone v. CompuServe*, *Lewis v. America Online*, *Bissell v. Hoover*, *Michelin v. Bandag*, *FTC v. RJ Reynolds (Joe Camel)*, *Iovate Health Sciences v. MRI*, and *Steak 'n Shake Corporation v. Burger King Corporation*, among others.