

National Law Journal Names Phyllis Marcus a Media and Advertisement Law Trailblazer

April 3, 2023

Hunton Andrews Kurth LLP partner **Phyllis H. Marcus** was recently named among the 2023 Media and Advertisement Law Trailblazers by The National Law Journal. The publication is honoring Phyllis in particular for her work on Federal Trade Commission-related issues, especially in the area of children's privacy and children's advertising.

As head of the firm's advertising counseling practice, Phyllis focuses on all aspects of advertising, from the initial development of a claim to its ultimate defense in the marketplace. Her practice includes claim creation and substantiation, pre-acquisition due diligence, development of marketing strategies, claim dissemination in traditional and digital media, and both offensive and defensive competitor challenges. Phyllis also brings 17 years of experience working at the Federal Trade Commission, including as the inaugural Chief of Staff for advertising practices and leader of the agency's children's privacy enforcement program. She utilizes her advertising and children's privacy vantage point to counsel clients on the intricacies of compliance with the federal Children's Online Privacy Protection Act (COPPA), as well as various state privacy laws and self-regulatory advertising codes.

Phyllis frequently speaks on advertising and children's privacy at conferences throughout the country. She has been interviewed countless times by media outlets, including Bloomberg Law, Law360, The New York Times, The Washington Post and NPR Marketplace. Phyllis also is a regular contributor to Hunton's Retail Industry Blog, posting on developments relating to advertising initiatives, and is editor of the firm's quarterly Hot Topics for GCs memo.

View Phyllis's profile and the full list of The National Law Journal Media and Advertisement Law Trailblazers.

Related People



Phyllis H. Marcus

Partner

+1 202 955 1810

pmarcus@HuntonAK.com

Related Services

Privacy and Cybersecurity

Antitrust and Consumer Protection

Advertising Compliance and Counseling

Advertising Litigation

Media Contact

Lisa Franz

Director of Public Relations

Jeremy Heallen

Public Relations Senior Manager

mediarelations@HuntonAK.com