

Haynes Boone Expands Trademark and Advertising Capabilities With Partner Holly Melton in New York

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Haynes Boone is adding to its Trademark and Advertising bench with Partner [Holly Melton](#), who joins the firm's New York office. Melton, the former co-chair of the Advertising and Brand Protection Group at Crowell & Moring, brings a distinctive advertising and consumer protection practice, advising companies on complex advertising disputes, regulatory investigations and compliance with federal and state consumer protection laws.

Melton represents companies in disputes involving advertising and marketing practices, including investigations and enforcement actions brought by the Federal Trade Commission (FTC) and state attorneys general, competitor challenges and litigation under the Lanham Act. She also counsels clients on advertising and marketing compliance, helping them navigate evolving regulatory requirements and reduce the risk of disputes.

Her experience spans a broad range of industries and issues, including Made in USA claims, environmental marketing representations, endorsements and testimonials, automatic renewal programs, negative option marketing and telemarketing practices. She has also successfully resolved numerous FTC investigations involving advertising claims and compliance with other federal trade regulation rules.

"Holly brings an important dimension to our Trademark practice, combining deep experience in advertising disputes with a sophisticated understanding of consumer protection enforcement and regulatory investigations," said Haynes Boone Trademark and Advertising Chair [Tiffany Ferris](#). "Her practice complements our existing capabilities and expands the ways we can help clients protect their brands, navigate complex advertising issues and respond to regulatory challenges. We are so excited to welcome her to Haynes Boone."

Melton's practice also includes advising clients on issues at the intersection of advertising, privacy and emerging technologies. Her work involving children's online privacy and age-verification requirements reflects the increasingly complex considerations businesses face when developing and marketing products and services.

"I'm very excited to join Haynes Boone's collaborative culture, where there is an opportunity to build relationships across practices and industries," Melton said. "Advertising and consumer protection issues touch nearly every business, and I look forward to working with my new colleagues to help clients address regulatory challenges, resolve disputes and make informed decisions about their advertising and marketing practices."

Melton's arrival adds to Haynes Boone's capabilities in helping companies address the legal challenges associated with their brands, marketing strategies and consumer-facing business practices. Her experience navigating regulatory investigations and enforcement matters will provide

clients with additional support when facing scrutiny from government authorities, competitors or consumers.

Melton is the sixth partner to join the firm's sophisticated New York office this year, which has grown to be the second-largest across the firm. Melton follows Real Estate Partner [Adam Hirst](#), Finance Partner [John Messina](#), White Collar Partner [Seth Farber](#) and Data Centers Partners [Jeffrey Moerdler](#) and [Stephen Friedberg](#) as recent additions to Haynes Boone in New York.

Haynes Boone's [Trademark and Advertising Practice Group](#) protects and enforces its clients' marks, which include some of the world's most famous brands. The group is particularly distinguished by its experience in high-impact matters such as international clearance and enforcement of marks, global trademark prosecution and protection programs, oppositions and cancellations, advertising review, trademark and unfair competition litigation, domain name disputes and social media counseling.