

Victor F. DeFrancis

Trademark Of Counsel

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Services

Advertising Counseling & Disputes
Intellectual Property
Trademark, Copyright &
Advertising
Trademark Litigation
Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Market Protection - Opinions &
Dispute Avoidance
Online & Digital Enforcement

Industries

Health & Life Sciences
Retail & Consumer Goods
Fintech

Vic DeFrancis focuses his practice on advertising and trademark law. He has broad experience in consumer protection enforcement, substantiation standards, fintech practices, and digital marketing compliance.

Prior to joining the firm, Vic spent nearly two decades as a senior regulatory and enforcement attorney with the Federal Trade Commission's Bureau of Consumer Protection, Division of Advertising Practices, in Washington, D.C. There, he directed a diverse portfolio of investigations and litigation and was lead counsel for several complex federal court actions alleging FTC Act violations; supervised and conducted investigations of unfair or deceptive acts or practices in areas including deceptive endorser, influencer, and affiliate marketing schemes, health-related claims, and telemarketing; was appointed by the Department of Justice as a Special Assistant United States Attorney for the Western District of North Carolina; and served as counsel to the Director of the FTC's Bureau of Consumer Protection. During his career in the federal government, he also worked as an attorney in the Board of Governors of the Federal Reserve System's Division of Consumer and Community Affairs, UDAP Enforcement, in Washington, D.C. In that role, he Investigated, analyzed, and issued findings against member institutions for violations of the FTC Act.

Earlier in his career, Vic represented clients in a broad range of trademark and brand protection matters, including at a leading global law firm, where he represented some of the world's premier tech companies.

Education

Northwestern University Pritzker School of Law J.D. (1994) *cum laude*

University of Notre Dame B.A., Economics and Sociology (1991) *with high honors*

Admissions

Admitted in New York and Virginia. Not admitted in the District of Columbia, practicing under the supervision of a member of the District of Columbia bar.

New York (1999)

Virginia (2001)

Court Admissions

U.S. District Court for the Northern District of Illinois (1997)

U.S. District Court for the Southern District of New York (2000)

Clerkships

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Insights

[Events](#)

Regulatory Landscape for Microbiome Modulation Products

June 11, 2024

[Events](#)

Dietary Supplement Regulatory Updates: Focus on Agency Enforcement

April 3, 2024

[Events](#)

The FTC's Enforcement of Food & Dietary Supplement Advertising

December 7, 2023