

Kenneth A. Plevan

Chair

National Advertising Review Board

Kenneth Plevan is Chair of BBB National Programs' National Advertising Review Board (NARB), the appellate body for the U.S. system of advertising industry self-regulation.

Mr. Plevan retired from Skadden, Arps, Slate, Meagher & Flom LLP on February 28, 2019, after 44 years in that firm's New York Office. He is the author of numerous publications on advertising and trademark law, including the Advertising Compliance Handbook (PLI Second Ed. 1991), Recent Trends in the Use of Surveys In Advertising and Consumer Deception Disputes, Chicago-Kent Journal of Intellectual Property, Vol. 15 No. 1 (Fall 2015), and The Second Circuit and the Development of Intellectual Property Law: The First 125 Years, Fordham Law Review, Vol. 85 No. 1 (Oct. 2016)

After graduating from Harvard Law School, Mr. Plevan began his legal career as a law clerk to the Honorable John F. Dooling, Jr., Eastern District of New York. He then served for four years in the United States Air Force as a Legal Officer. He is a Fellow of the American College of Trial Lawyers, and for ten years taught advertising and trademark law as an Adjunct Professor at Fordham Law School.

Heather Hipsley

Vice-Chair

National Advertising Review Board

Ms. Hipsley retired from the Federal Trade Commission in February, 2020 after 35 years of service at the agency. Hipsley served as the FTC's Chief of Staff from 2013 to 2017 under Chairwoman Edith Ramirez, and subsequently was appointed Deputy General Counsel by Acting Chairman Maureen K. Ohlhausen. Before that, she worked as an Assistant Director in the Divisions of Advertising Practices, Enforcement and Service Industry Practices, and as an Attorney Advisor to Commissioners Andrew J. Strenio, Jr. and Dennis A. Yao. She joined the agency in 1984 as an attorney in the agency's Cleveland Regional Office.

Hipsley managed a number of successful FTC law enforcement actions and policy initiatives of national significance, including the Commission's cases against POM Wonderful and serial fraudster Kevin Trudeau, and the FTC's first privacy case against Eli Lilly.

Hipsley oversaw a series of reports on the food industry's marketing to children and adolescents that spurred industry voluntary guidelines for the nutritional quality in foods marketed to children.

She has received numerous FTC awards, including the Chairman's Award; the Louis D. Brandeis Award for excellence in litigation; the FTC Excellence in Supervision Award; and the Janet D. Steiger Team Award.

Hipsley is a graduate of Georgetown University and received her law degree cum laude from the Lewis and Clark School of Law.