

## **David G. Mallen**

David G. Mallen is the Associate Director of the CBBB'S National Advertising Division (NAD), the investigative arm of the advertising industry's self-regulatory organization. David joined NAD in March 1999 and is responsible for the review of a broad range of national advertising campaigns in traditional and new media. In the course of analyzing complex legal, communication, and claim substantiation issues, he has resolved hundreds of advertising disputes involving food and drug products, telecommunication services, computer and Internet technology, environmental claims and consumer household products. David is a popular public speaker and frequently lectures on advertising self-regulation, environmental marketing, scientific claim substantiation and sensory testing, international issues and advertising and ethics.

Before joining NAD, David practiced law at Kensington & Ressler L.L.C. in New York City, where he concentrated on product liability defense, business counseling and commercial litigation. He is an experienced trial lawyer with background in biological science and has represented a wide range of businesses, including manufacturers of consumer products, in all phases of litigation in state and federal court and in alternative dispute resolution. David is a former member of the Product Liability Committee of the Association of the Bar of the City of New York, and served on the Committee's Scientific Evidence Subcommittee.

David is also the author or contributor to a number of publications, including Advertising Self-Regulation, *Consumer Protection Law Developments*, American Bar Association (2009); Baby Steps at NAD: The Advertising of Infant Formula, Consumer Protection Update, American Bar Association, Volume 11 No. 2 (2003) and Advertising Review 2000: The NARB Roundup, Advertising Compliance Service, Vol. XXI, Nos. 9, 10 (2001).

David graduated from Cornell University where he majored in Biology and Society. He is a graduate of Albany Law School of Union University and is admitted to the bars of New York State, and the Southern and Eastern Districts of New York.