

## Simpson Thacher Adds Laura Brett as Head of Advertising Advisory and Litigation Practice

*Head of the National Advertising Division, a U.S. nationwide self-regulatory agency that decides advertising-related disputes.*



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**New York—May 1, 2025**—Simpson Thacher & Bartlett LLP today announced that Laura Brett has joined the Firm’s New York office as a Partner in the Litigation Department, where she will lead the Firm’s Advertising Advisory and Litigation Practice.

“We are thrilled to welcome Laura to Simpson Thacher,” said Lynn Neuner, Global Co-Chair of the Firm’s Litigation Department. “Laura’s exceptional expertise, decades of industry leadership and extensive understanding of the legal and business dimensions of advertising disputes will be extremely valuable to consumer-facing clients across the pharmaceutical, life sciences, retail, technology and other industries.”

“Laura is one of the nation’s foremost experts in advertising law, and her addition strengthens our capabilities on matters that intersect with consumer-related concerns and advertising, data privacy, trademark and other IP issues,” added Simpson Thacher Global Litigation Department Co-Chair Jonathan Youngwood.

Most recently Vice President of the National Advertising Division (“NAD”) of BBB National Programs, Laura served as the organization’s chief adjudicator, overseeing disputes related to a wide range of consumer-facing product categories, including healthcare, life sciences and technology, and engaging with key stakeholders at major multinational brands, law firms and federal and state regulators. She helped the NAD to develop policies and processes to uphold legal standards in an evolving digital economy and was at the forefront of policy discussions related to truth and transparency in advertising in the U.S. and globally, including in conversations with the Federal Trade Commission, the Office of Economic Co-operation and Development (OECD), Asia-Pacific Economic Cooperation (APEC), International Council for Advertising Self-Regulation and European Advertising Standards Alliance. In addition to overseeing the NAD’s team of lawyers and ensuring case decisions were consistent with legal and regulatory precedent, Laura is a demonstrated thought leader on law and policy issues in advertising. She also has extensive experience litigating on behalf of private clients.

“Serving as the Vice President of the NAD has been a distinct pleasure, and I am deeply grateful for the experience I had with my amazing colleagues,” said Laura. “Simpson Thacher has an incredible client platform, and I’m excited to work with such a talented and collaborative team.”

Simpson Thacher’s premier global Litigation Department represents a wide range of sophisticated clients on their most significant matters. Companies across a broad range of fields, including healthcare, life sciences, food, beverage and other consumer products, technology and financial services, turn to us for our significant experience in false advertising litigation, including disputes between competitors and in consumer class actions. Clients rely on our substantial experience with respect to state unfair competition and false advertising laws, and claims under the Lanham Act, as well as handling numerous disputes before the NAD and the National Advertising Review Board. Our advertising disputes strength is enhanced by the Firm’s deep experience litigating trade secret, copyright and other IP and data protection cases on behalf of both plaintiffs and defendants across numerous industries.