

## Joselle Albracht

Counsel

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### OVERVIEW

Joselle is a member of the firm's Regulatory Investigations, Strategy + Enforcement Practice Group and the Marketing + Advertising practice. An experienced regulatory attorney, Joselle advises and counsels clients on complying with the multilayered framework of state and federal consumer protection regulations that impact their day-to-day operations.

Her extensive regulatory knowledge extends across broadcast, print, direct, telemarketing, online, social, and behavioral media. She provides an entire complement of legal services with respect to drafting rules and contracts for sweepstakes, contests, and promotional events. Additionally, Joselle performs legal audits of business systems and drafts companywide compliance policies and procedures in areas such as customer service, consumer complaint handling, and employee discipline.

Joselle has worked with the Federal Trade Commission (FTC) and the Federal Communications Commission (FCC) as both a regulator and as an advocate for clients. She is also experienced with the procedures and decisions of the National Advertising Division (NAD). Joselle has drafted reports and comments, and testified before Congress, in connection with federal and state consumer protection legislation and regulations.

In addition to her work at other *Am Law* 200 firms, Joselle served as assistant attorney general for the Consumer Protection Division in Texas, where she rose to the position of chief of insurance practices. As an assistant attorney general, Joselle led state and multistate regulatory enforcement efforts, including multistate enforcement actions and initiatives, involving the sweepstakes marketing industry, vehicular safety issues, and charitable fundraising.

### REPRESENTATIVE MATTERS

- Conducted a complete compliance review and audit of all advertising and marketing collateral across all media for a large multipublication media company.
- Assisted in the development of internal advertising and consumer protection compliance programs for publishers and other diverse industries ranging from security companies to telephone resellers.
- Represented sweepstakes marketers, consumer finance companies, and direct marketers in successful settlements of state and multistate regulatory matters.
- Acted as the ongoing monitor of competitor advertising on behalf of a major consumer software company.

- Participated in the successful resolution of several state and multistate attorney general actions against direct sweepstakes marketers, entertainment service providers, finance companies, a health and fitness club, a debt collection agency, a for-profit education company, and membership clubs.
- Developed sweepstakes, contests, and promotional programs across multiple platforms for a wide variety of clients including a national retail hardware chain, a national fitness center chain, an online fitness program, and multimedia publication syndicates.
- Persuaded the Food and Drug Administration (FDA) to close an investigation of a drug manufacturer's advertising claims without enforcement action.

## TOP AREAS OF FOCUS

- Enforcement Actions + Investigations
- Marketing + Advertising
- State Attorneys General

## ALL AREAS OF FOCUS

- Data + Privacy
- Enforcement Actions + Investigations
- Gaming
- Marketing + Advertising
- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General
- White Collar Litigation + Investigations

## PROFESSIONAL EXPERIENCE

- Chief of insurance practices, Consumer Protection, Texas Department of Insurance, 1994-1996
- Assistant attorney general, Consumer Protection, Texas Office of the Attorney General, 1987-1991

## EDUCATION AND CERTIFICATIONS

### EDUCATION

- Texas Tech University, J.D., 1980
- Texas Tech University, B.A., 1977

### BAR ADMISSIONS

- New York
- Texas