

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.