

## Rebecca C. Mandel

Partner

Washington, D.C.

### Biography

An accomplished trial lawyer, Rebecca Mandel has handled all aspects of litigation start-to-finish, from pre-lawsuit skirmishing through complicated ESI discovery and motions practice to trial and appeal. Rebecca has served as trial counsel in multiple successful bench and jury trials in federal and state courts across the country.

Rebecca represents clients in a wide range of complex commercial litigation matters. Rebecca co-heads the firm's False Advertising and Unfair Competition group; her broad practice focuses on Lanham Act claims, as well as state law claims of false advertising and unfair competition, particularly in the life sciences, food and beverage, and consumer products industry sectors. Rebecca also routinely handles consumer protection claims, contract disputes, business tort, trade secret, patent, and trademark claims.

A strategic thinker and an effective and articulate advocate, Rebecca has been recognized by SuperLawyers as a "Rising Star" among Washington, D.C. lawyers for 2014-2017. Rebecca's active pro bono practice also has garnered two Outstanding Achievement awards from the Washington Lawyers' Committee (in 2013 and 2014) for her work in fair housing and employment discrimination matters. Prior to joining Hogan Lovells in 2007, Rebecca served as a



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### Practices

Litigation Services

Intellectual Property

Trade Secrets and Confidential  
Know-how

Marketing and Advertising

Trademarks and Brands

Patents

Commercial Litigation

IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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### Industries

Consumer

law clerk to the Honorable Peter J. Messitte of the U.S. District Court for the District of Maryland. For her work at the Harvard Legal Aid Bureau in law school, Rebecca received the Association of Corporate Counsel's Professional Responsibility Award by the Northeast Chapter.

## Representative experience

Obtained favorable jury verdict and Consent Order in a Lanham Act false advertising case about urine drug testing services after three-week trial.

Obtained US\$15.5m jury verdict and lawyers' fees for a leading polymer manufacturer in a contract dispute in Delaware State Court.

Served as trial counsel for a life sciences company in a patent infringement dispute culminating in a two-week trial.

Successfully defended a large healthcare services provider in a US\$90m contract dispute at bench trial in Maryland State Court.

Defense of large education services provider in trademark infringement lawsuit.

Defense of multiple food manufacturers from putative class actions based on state false advertising and consumer protection statutes.

Successful defense of LCD manufacturers in ITC Section 337 proceedings to defeat five asserted patents covering LCD scaler chips and panels.

## Awards and rankings

- Rising Star, *Super Lawyers*, 2014-2017

## Latest thinking and events

- Webinar
  - Navigating advertising challenges in the medical device industry

Life Sciences and Health Care  
Education

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## Areas of focus

Pharmaceuticals and Biotechnology

Advertising and Copy Clearance

E-discovery and Information Management

False Advertising and Unfair Competition

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## Education and admissions

### Education

J.D., Harvard Law School, cum laude, 2006

B.A., Duke University, summa cum laude, Phi Beta Kappa, 2003

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## Memberships

Member, American Bar Association

Member, Maryland State Bar Association

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## Bar admissions and qualifications

District of Columbia

Maryland

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## Court admissions

- Webinar
  - New developments in false advertising
- Webinar
  - Navigating the ins and outs of research misconduct-related litigation and enforcement: Emerging trends and hot topics
- Published Works
  - Proving injury in Lanham Act false ad cases  
*Law360*
- Published Works
  - Does FDCA Compliance Insulate Drug and Device Manufacturers From Lanham Act Labeling Claims?  
*Pharmaceutical Law & Industry Report, 13 PLIR 1401*
- Published Works
  - Mass or Morass: When Claims Are 'Proposed to Be Tried Jointly' Under CAFA's 'Mass Action' Mechanism  
*InsideCounsel*

U.S. Court of Appeals, Federal Circuit  
U.S. Court of Appeals, Fourth Circuit  
U.S. District Court, District of Columbia  
U.S. District Court, District of Maryland

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## Accolades

"Part of a three-member trial team praised for 'quality, professionalism, and experience' through 'thoroughness of their preparation, the quality of their advocacy, and their command of the facts.'"

*Del. Superior Court Judge Peggy Ableman*

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