

NEWS RELEASE

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Faegre Drinker Continues Growth of Litigation Practice with Partner Paul Rosenthal in Florham Park

Florham Park — October 31, 2023 — [Faegre Drinker](#) announced today that [Paul Rosenthal](#) has joined Faegre Drinker's business litigation practice group as a partner in the [Florham Park office](#).

Rosenthal is the sixth litigation partner to join the firm over the past two months, following the Philadelphia-based litigation team of [Richard Scheff, Carrie Sarhangi Love, Katharine Ladd and Jonathan Boughrum](#) and [Alec Harris](#) in Denver, who joined Faegre Drinker in September.

Rosenthal defends clients in complex commercial litigation and consumer class action matters, particularly involving consumer marketing, advertising, labeling and data privacy issues. Clients appreciate his direct, pragmatic approach and ability to find practical legal solutions to complex challenges. Informed by his previous work as in-house counsel and his eye for efficiency, Rosenthal assesses risks and opportunities to leverage the law to achieve business objectives.

"Paul will be a great asset for our class action team. He has extensive experience in complex class actions from pre-suit claims through all phases of active litigation," said Debbie Ellingboe, business litigation partner and practice group leader. "We're thrilled to have him join the Faegre Drinker team."

Rosenthal defends his clients in single-plaintiff, class action and consolidated cases in state and federal court, as well as in arbitration and mediation. He represents public and private companies in contract and indemnification disputes arising out of consumer claims that involve alleged false labeling, improper telemarketing or text marketing practices under the Telephone Consumer Protection Act (TCPA) and similar state and federal laws, as well as claims arising out of consumer-facing website operations under regulations such as the Video Privacy Protection Act (VPPA) and California Invasion of Privacy Act (CIPA).

He advises and supports consumer-facing businesses, service providers, consumer-communication platforms and lead generators on potential liability and risk exposure arising from telemarketing procedures or in connection with active or threatened consumer litigation.

“Paul's experience is a great addition to the growing litigation team on the firm's east coast,” said Helen Tuttle, Florham Park office leader. “We are excited about the outstanding service he will provide to clients in New Jersey and across the country.”

Rosenthal represents consumer-product retailers and their vendors, as well as software providers, vendors, and cloud-based solution providers to develop efficient processes for managing and negotiating responses to consumer inquiries, litigation claims and third-party subpoenas. He advises on drafting and editing consumer-facing policies, terms of use, privacy policies and internal policy documents. He has also assisted his clients with investigating and responding to government inquiries and information requests concerning their consumer-contact and consumer-privacy procedures.

Rosenthal is admitted to the state bars of New Jersey, New York, and California, and has earned the Certified Information Professional/United States (CIPP/US) credential from the International Association of Privacy Professionals.

Rosenthal earned his Bachelor of Arts degree from Middlebury College and his Juris Doctor, magna cum laude, from Seton Hall University School of Law.

With its team of litigators, Faegre Drinker's litigation group is equipped to provide comprehensive on-the-ground litigation support wherever disputes involving clients may arise.

About Faegre Drinker

Faegre Drinker is a firm designed for clients. With 1,200 experienced attorneys and consulting professionals licensed in nearly every state in the U.S., and with strategic offices in London and Shanghai, we have the strength and reach to solve our clients' most complex transactional, litigation and regulatory challenges, wherever they may arise. Faegre Drinker Consulting, the firm's advisory and advocacy division based in Washington, D.C., provides public policy, regulatory and technical services to key sectors of the economy. Additional services include Tritura Information Governance, the firm's data science subsidiary, and Innovative Health Strategies, a health care consultancy that helps hospitals operate efficiently and improve quality of service. Learn more at [FaegreDrinker.com](https://www.FaegreDrinker.com).

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