

Katharine Mason

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What can you say in your ad? Where can you display it? Who can feature in it? How do you protect the creative whilst reflecting the evidence? Which restrictions apply?

These are the bread and butter questions for Katharine, who has over 15 years of experience providing practical solutions to marketing challenges. Specialising in advertising law, she advises on all aspects of compliance.

Having worked for the Committee of Advertising Practice (CAP) Katharine is an expert on Advertising Standards Authority processes. As director of regulatory and legal affairs for PAGB, (the consumer healthcare association), she sat on the Board of CAP.

Katharine's advertising practice is complimented by her consumer regulatory experience. If a consumer can buy it, Katharine probably advises on it. She can support with regulated product requirements (food, cosmetics, OTC medicines, self-care medical devices, toys, electrical goods), general product safety, HFSS restrictions and sustainability claims.

Returning to private practice in January 2020, Katharine has been immersed in the regulatory challenges of Brexit, advising on regulatory divergence between the UK and the EU and within the four nations of the UK.

Expertise

Advertising and marketing

Consumer and e-commerce