

## Alexa Rozell

Associate

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### Areas of Focus

Advertising + Marketing | Data, Digital Media and Ad Tech | Advertising Review, Production and Media | Intellectual Property + Media | Technology Creation and Protection | Privacy, Technology + Data Security | Technology Transactions

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### Overview

**Alexa Rozell helps a wide range of clients, including tech startups, fashion and jewelry companies, and creative agencies, navigate risks as they strive to reach consumers through compliant licensing, distribution and advertising practices. In a rapidly changing privacy landscape, Ali supports innovative digital advertising strategies and the use of advertising technology platforms.**

With her direct, business-minded approach, Ali counsels companies in addressing complex advertising and regulatory issues that arise during campaign conceptualization and claims substantiation. She understands each client's business operations and focuses on creative solutions to achieve results in line with their business priorities and risk profile.

Involved at every stage of the creative agency development process, Ali reviews storyboards, music licensing, talent agreements and complex media buys. After production, she continues to spot risks, particularly in influencer campaigns. Ali also facilitates negotiations of complex intellectual property (IP) and licensing agreements in the advertising technology space and helps startups and fashion companies with their IP, technology and commercial needs.

Before she joined Davis+Gilbert, Ali gained important insight into the operational and business priorities of IP- and technology-focused companies as an associate at Weil, Gotshal & Manges.

She frequently contributes to advertising, technology, IP and licensing thought leadership articles.

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## Insights + Events

### Event

ANA | Legal Webinar | Tech Transactions Download: A Guide for Advertising and Marketing Professionals  
May 1, 2024

### Alert, The Fine Print: Stay in Compliance without Losing Your Edge

Exposing the Truth Behind Deepfakes in Political Ads  
September 25, 2023

### Alert, Maintaining Your Competitive Advantage with Proactive Privacy and Data Protection Strategies

Apple Makes Big Changes to Its Tracking System  
April 21, 2021

### Publication

Law360 | State Compliance Review a Must for Online Political Ads  
October 20, 2020

### Alert

A Banner Year for Online Political Ads in a Socially-Distanced Reality  
October 9, 2020

### Trends in Marketing Communications Law

The Legal Loophole for Online Political Advertising (Barely) Starts to Close  
October 6, 2020

### Trends in Marketing Communications Law

At the Crossroads of Fashion, Sustainability and Counterfeiting? Blockchain.  
October 6, 2020

### Alert

Senators Urge the FTC to Investigate “Privacy Violations” by Adtech Companies  
August 13, 2020

### Alert

FTC Settlement Over Charges of Misleading Consumer Reviews and Deceptive Negative Option Marketing Practices  
May 10, 2019

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## Credentials

### Education

New York University School of Law (J.D., 2016)  
• Articles Editor, *New York University Law Review*  
Georgetown University (B.S., *cum laude*, 2011)

## Bar Admissions

New York