

AdAge

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**Important to
Important People**

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By Ad Age Staff

Jane Metcalf

**Partner,
Patterson Belknap Webb & Tyler**

Jane Metcalf, who maintains a diverse commercial litigation practice with an emphasis on false advertising work, was drawn to law because she likes to argue, “by which I don’t mean that I like to fight,” she says. “What I like is the challenge of developing the best argument that gets my client where it needs to be.”

Metcalf, 35, is a rising star in the false advertising and class action practice realm, representing clients in the cosmetics, pharmaceutical, pet care and tech sectors. Her victories include dismissal of a class action lawsuit alleging that a product was misleadingly advertised as all-naturally flavored, and another alleging that product packaging contained unlawful empty space.

“It’s gratifying,” Metcalf says, “because I get to help the companies resolve their legal issues and get back to focusing on the substance of what they do.”

Metcalf is also a co-founder and supervisor of the State Central Register pro bono project, representing low-income parents who have been placed, without due process, on a register of individuals suspected of child maltreatment—depriving them of important employment opportunities.

—James Flachsenhaar

