Ryan M. Poteet

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RELATED SERVICES

- Intellectual Property Litigation
- Cyber, Privacy & Data Security
- Commercial Litigation
- Artificial Intelligence
- Advertising & E-Commerce
- Technology Litigation
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OFFICES

- Alexandria
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OVERVIEW

Ryan M. Poteet is a Partner in the Washington D.C. office of GRSM and a member of the Advertising & E-Commerce, Artificial Intelligence, Data Privacy, Intellectual Property, Technology Litigation, and Employment Law practice groups.

Ryan advises advertisers, affiliate networks, lead generators, advertising agencies, and technology companies on issues involving advertising, marketing, e-commerce, privacy, social media, and intellectual property. His clients market and sell dietary supplements, cosmetics, electronics, clothing, digital products, telehealth, and other direct-to-consumer products and services. In addition to proactive advice, Ryan regularly defends clients in government investigations before the Federal Trade Commission (FTC), Food & Drug Administration (FDA), and state attorneys general, along with handling competitor disputes and complex class actions in courts across the country.

Ryan's litigation experience enables him to effectively counsel clients when developing and implementing advertising and marketing campaigns to mitigate risk while maximizing commercial success. This includes reviewing advertising and marketing materials, providing counsel regarding advertising substantiation, and developing data privacy compliance programs. Ryan regularly advises clients on compliance with deceptive trade practice statutes and state privacy laws, as well as the Restore Online Shoppers' Confidence Act (ROSCA) and state auto-renewal laws, the Telephone Consumer Protection Act (TCPA), the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act, and the Food, Drug, and Cosmetic Act (FD&C Act). Ryan does this with a thorough understanding of the business and technical issues that clients face.

Ryan is a contributing author to grsm's E-Commerce Retailer Legal Guide, an active member of direct response and e-commerce social media groups, and frequently speaks to creative teams about how to create engaging and compliant advertising.

Before joining GRSM, Ryan was an associate at a management-side labor and employment firm and worked for the United States Senate Judiciary Committee, where he handled legislative issues concerning the financial services industry, labor, and intellectual property.

CREDENTIALS

Admissions

- Virginia
- California
- District of Columbia
- U.S. Court of Appeals, Fourth Circuit
- U.S. Court of Appeals, Ninth Circuit
- U.S. Court of Appeals, D.C. Circuit
- U.S. District Court, Eastern and Western Districts of Virginia
- U.S. District Court, Southern, Northern and Central Districts of California
- U.S. District Court, District of Columbia

Education

- J.D., Chapman University Dale E. Fowler School of Law, 2013
- B.A., Political Science, University of Lynchburg, 2007

Honors

- *Best Lawyers in America®* Ones to Watch distinction in Labor and Employment Law – Management (2021-2025), Product Liability Litigation – Defendants (2024-2025)