
Heather Hipsley
Division of Enforcement
Bureau of Consumer Protection
Federal Trade Commission



Heather Hipsley is an assistant director in the Division of Enforcement with over 15 years' experience specializing in the Federal Trade Commission's advertising and marketing law. Ms. Hipsley spearheaded the Agency's Project TooLate.com law enforcement initiative in which seven well known retailers paid \$1.5 million in civil penalties for failing to comply with the FTC's Mail or Telephone Order Merchandise Rule during the 1999 holiday season.

During her tenure with the Commission, Ms. Hipsley has handled numerous federal court cases dealing with deceptive advertising and served as an Attorney Advisor to two former FTC Commissioners. She is a recipient of the Commission's Award for Excellence in Supervision.

Ms. Hipsley received her J.D. *cum laude* from Northwestern School of Law of Lewis and Clark College in Portland, Oregon, in 1984. She received her B.S. from Georgetown University, School of Foreign Service in 1979. She is a member of the State Bar of Ohio.

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