SEPTEMBER 24, 2026

Kilpatrick Adds Former FTC Attorney with Deep Advertising and Consumer Protection Experience

Kilpatrick announced today that Victor DeFrancis has joined the firm as **Of Counsel** in its nationally recognized **Trademark, Copyright & Advertising Team**. Mr. DeFrancis joins Kilpatrick following more than two decades of federal government service, including positions at the Federal Trade Commission and the Federal Reserve Board.

“We are thrilled to welcome Vic to the firm,” said Bryan Wolin, a partner in Kilpatrick’s New York office. “Clients will benefit from his invaluable, diverse expertise gained from leadership positions within the FTC and Federal Reserve. He joins Kilpatrick as rapid technological developments continue to present complex challenges for companies navigating all aspects of advertising and brand protection.”

Mr. DeFrancis focuses his practice on advertising and trademark law, with broad experience in consumer protection enforcement, claim substantiation standards, fintech practices, and digital marketing compliance.

At the Federal Trade Commission’s Bureau of Consumer Protection, Division of Advertising Practices, in Washington, D.C., Mr. DeFrancis directed a diverse portfolio of investigations and litigation matters and served as lead counsel in several complex federal court actions alleging violations of the FTC Act. His experience includes analyzing unfair or deceptive acts or practices involving deceptive endorser, influencer, and affiliate marketing schemes; health-related claims; and telemarketing.

During his tenure at the FTC, Mr. DeFrancis served as counsel to the Director of the FTC’s Bureau of Consumer Protection. In addition, the U.S. Department of Justice appointed him as a Special Assistant United States Attorney for the Western District of North Carolina. In that role, he served as co-counsel in two criminal jury trials that resulted in convictions of individuals who orchestrated an international sweepstakes scheme that stole more than $10 million from thousands of U.S. victims.

At the Federal Reserve Board’s Division of Consumer and Community Affairs, UDAP Enforcement, in Washington, D.C., Mr. DeFrancis investigated potential violations of the FTC Act by member institutions and developed expertise in analyzing unfair and deceptive practices in the financial services industry, including the rapidly evolving fintech sector.

Early in his career, Mr. DeFrancis represented clients in a broad range of trademark and brand-protection matters, including at a leading global law firm, where he represented some of the world’s premier technology companies.

“I am excited to be joining Kilpatrick,” said Vic DeFrancis. “I began my career in trademark law and then spent more than two decades in government developing deep experience in advertising and consumer protection. Returning to private practice and bringing that experience to Kilpatrick’s world-class Trademark, Copyright & Advertising Team feels like coming full circle.”

Mr. DeFrancis earned his J.D., *cum laude*, from Northwestern Pritzker School of Law and his B.A. in Economics and Sociology, with high honors, from the University of Notre Dame. He is admitted to practice in New York and Virginia.