FEBRUARY 17, 2026

Meet the Team Behind Kilpatrick Ad-Vantage

by Bryan J. Wolin , Laura C. Miller , Tywanda Harris Lord , Evan S. Nadel

The advertising landscape moves at breakneck speed. Between the rapid evolution of digital platforms and a shifting regulatory environment, staying ahead of the curve is no longer just a goal—it is a business necessity. At Kilpatrick, we launched the **Ad-Vantage Blog** to provide our clients and the broader marketing community with a strategic edge, translating complex legal developments into actionable insights.

As we continue to explore the nuances of claim substantiation, FTC guidance, recent NAD and court decisions, the impact of AI on advertising, and much more, we want to introduce you to the primary drivers behind our advertising law practice. Our multidisciplinary team combines deep litigation and NAD experience with practical, in-house perspectives to help you protect your brand and keep your creative work compliant.

Meet Our Primary Contacts

Kilpatrick boasts an extensive Advertising Counseling and Disputes Team. In this post, we are featuring four key partners.

Bryan Wolin (New York)

Bryan is the impetus behind Kilpatrick's Ad-Vantage Blog, and has been recognized as "One to Watch" by *The Best Lawyers in America*® for Intellectual Property Litigation. His practice is split between high-stakes advocacy and proactive counseling. Bryan regularly represents clients in disputes before the National Advertising Division (NAD) and in federal courts nationwide, focusing on Lanham Act and false advertising claims. With a background in science communication, he is particularly skilled at navigating the technical complexities of claim substantiation across many sectors, including telecommunications, consumer electronics, and pharmaceuticals.

Laura Miller (Winston-Salem)

With a practice focused on the intersection of brand building and protection, Laura brings a robust "solutions-oriented" perspective to the team. Having served as interim in-house counsel for a *Fortune 500* company, she understands the pressure to launch campaigns quickly while managing risk. Laura counsels some of the world's most recognizable brands on the legal mechanics of promotional marketing. Whether she is drafting talent and influencer agreements, structuring sweepstakes and contest rules or counseling clients on advertising and promotion methods, her goal is to ensure that marketing initiatives are as legally sound as they are creative.

Ty Lord (Atlanta)
Ty specializes in trademark and advertising counseling and litigation, with a distinguished track record in the food and beverage, apparel, and technology industries. Her experience as an interim in-house counsel and former assistant district attorney gives her a versatile edge in both the boardroom and the courtroom. Ty is a recognized leader in the field—named among the "Top 250 Women in IP" by *Managing IP*—and frequently advises clients on sponsorship deals, social media advertising campaigns, right of publicity issues, advertising claims, and the proper use of IP in advertising.

Evan Nadel (New York/San Francisco)
Evan is a nationally recognized leader in consumer protection and class action litigation, and Co-Chair of Kilpatrick's Class Action practice group. With extensive experience defending clients in high-exposure consumer class actions, regulatory investigations, and enforcement matters, Evan advises on compliance with federal and state consumer protection laws, risk mitigation, and strategic defense. He is particularly adept at managing complex disputes involving advertising, privacy, labeling, and product claims, making him a go-to resource for clients facing multifaceted consumer protection challenges.

Our Advertising Law Offerings

The Kilpatrick Advertising Team provides a comprehensive suite of services designed to support the entire lifecycle of a brand's marketing efforts:

- **Advertising Review & Substantiation:** Helping brands ensure that their advertising claims and content meet the rigorous standards imposed by courts, the FTC, the NAD, and others.
- **Dispute Resolution:** Representing challengers and advertisers in NAD self-regulatory actions and federal litigation.
- **Digital & Social Media:** Navigating influencer disclosures, AI-generated content regulations, and native advertising.
- **Sponsorships & Endorsements:** Negotiating sponsorships, entertainment integrations, activations, and talent and celebrity endorsement contracts.
- **Promotions & Loyalty Programs:** Providing end-to-end legal support for loyalty programs, contests, games of skill, and complex promotional activations.
- **Comparative & Sales Price Advertising:** Counseling on pricing strategies to comply with FTC and State deceptive pricing laws.
- **Charitable & ESG Marketing:** Advising on marketing campaigns for charitable causes and environmental, social, and governance purposes.
- **Consumer Protection:** Advising and defending clients in matters involving federal and state consumer protection statutes, including UDAP laws, class action defense, regulatory investigations, and compliance strategies for advertising, labeling, and marketing practices.

We look forward to sharing more insights with you on the Ad-Vantage blog. If you have questions about a

specific campaign or a burgeoning regulatory trend, please reach out to Bryan, Laura, Ty, or Evan directly.

Check out our most recent post, "NAD's Newfound Interest in Financial Services Extends to B2B Marketing," covering two recent National Advertising Division decisions involving competing 401(k) providers that underscore that NAD's expanding focus on financial services advertising is not limited to consumer-facing debt-relief claims.