



Product Counseling

360 Degrees

We provide a full spectrum of product counseling services. Collaborating with our clients' product teams, we offer support throughout the product lifecycle. Our multidisciplinary expertise allows us to use a holistic, integrated approach to address issues relating to intellectual property, privacy, advertising, product safety, and contracts – and the complex interplay between them.

Reach

Supporting Innovation

With arrangements ranging from as-needed advice to secondment of product counsel to a client's in-house team, our Product Counseling practice has helped our clients launch, market, optimize, and sunset hundreds of products and processes across industries. Our services include reviewing and strengthening intellectual property protection, ensuring compliance with U.S. and international privacy laws and regulations, helping negotiate commercial contracts, and drafting product end-user agreements.

Approach

Business First

Always guided by the client's business strategy, we offer practical and streamlined advice with emphasis on actionable solutions so that the product team has the guidance it needs to meet leadership's timelines and succeed. We support product teams by combining our legal expertise with a deep knowledge of business operations. Our team's in-house experience and industry expertise allow us to work directly with the engineering, product, marketing, and other business specialists, and to "speak their language." We also have the capabilities and experience to address downstream risks, including representing our clients in regulatory proceedings and disputes.

Experience

Whether it's a website, an algorithm, an app, an integration, a physical product, or a customer support feature, we help product teams achieve their business goals.

Strategic global counseling for a publicly traded financial services/fintech company, with a specific emphasis on product counseling and data strategy. We drove the adoption of a privacy-conscious approach to unlocking the use of end user data by the business, and managed the revision of the terms and related consumer disclosures. We also developed a strategy for launching a data preferences center to help unlock the business's long-term data and AI strategy.

Counseled a professional sports team on the launch of crowd-facing still cameras in a way that met the organization's business and privacy needs.

Advised telecom company on privacy and transactional issues throughout the successful launch of the company's first edge computing offering.

Primary Contacts



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