

Bryan J. Wolin

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Services

Advertising Counseling & Disputes

Intellectual Property

Litigation

Trademark Litigation

Trademark, Copyright &
Advertising

Product Counseling

Online & Digital Enforcement

Industries

Automotive

Consumer Goods

Food, Restaurant & Beverage

Retail & Consumer Goods

Agribusiness & Food

Technology

Bryan Wolin is an advertising law specialist with extensive experience in disputes and strategic counseling. He regularly represents clients in challenges before the National Advertising Division (NAD) and in federal courts nationwide. Beyond litigation, Bryan advises on compliance with FTC and NAD standards, including claim substantiation and industry-specific requirements, and performs risk analyses to help clients navigate potential disputes. His practice also includes representing clients in trademark litigation nationwide.

Bryan was recognized in 2025 and 2026 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Litigation by *The Best Lawyers in America*®. He was recognized in 2026 and the six years immediately preceding as a New York "Rising Star" in the area of Media and Advertising by *Super Lawyers* magazine.

Experience

Represented Olé Mexican Foods in an NAD action in which competitor Gruma argued that several of Olé's carbohydrate claims on certain tortilla products were false advertising, and that the claim "carb lean" on those products was misleading. NAD found, among other things, that Olé substantiated its general carbohydrate claims, and recommended modification of certain "zero carb" claims.

Represented Olé Mexican Foods in an NAD action in which Olé challenged advertising by competitor Gruma relating to serving size claims and "zero net carb" claims. NAD agreed with Olé and recommended that Gruma modify its products to conform to FDA-required servings sizes, and conform all related claims to those new serving sizes. Gruma also agreed to voluntarily discontinue its claim "absolutely ZERO net carbs."

Represented AT&T in an NAD action in which AT&T challenged advertising by Comcast Business claiming speeds up to 12x faster than AT&T. NAD recommended that Comcast discontinue its claim in markets where AT&T offered faster speeds, and modify its claim to more clearly identify the products being compared.

Represented AT&T in an NAD action in which AT&T challenged advertising by Charter that Spectrum offers “the fastest speeds in more neighborhoods than any other provider.” NAD recommended that Charter modify or discontinue the claim to avoid conveying the unsupported message that Charter offers the fastest speeds and is available in more “neighborhoods.”

Represented AT&T in an NAD action in which AT&T challenged advertising by Charter that Spectrum Business wireless backup service provided the same level of connectivity and reliability during a power outage, among other benefits. NAD recommended that Charter modify its advertising to avoid conveying these unsubstantiated claims.

Represented AT&T in an NAD action in which AT&T challenged advertising by Comcast for its Xfinity Mobile 5G service, arguing the Xfinity commercial was false and misleading because (i) Comcast falsely claimed that all of its subscribers can get 5G service, and (ii) Xfinity’s 5G service is widely available, when neither of those claims were true. We successfully obtained an NAD decision holding that the Xfinity commercial misled viewers as to the actual geographic availability of its 5G service, and recommending that the claim be withdrawn, altered, or a clear and conspicuous disclaimer be included going forward. (NAD Finds Certain Xfinity 5G Disclosures Sufficient (bbbprograms.org))

Represented AT&T in an NAD action in which AT&T challenged advertising by Charter for its Spectrum Mobile service, arguing the advertisement was false and misleading because (i) Charter’s advertisement falsely claimed that AT&T intentionally conceals taxes and fees from consumers, and (ii) Charter’s advertisement falsely claims that Spectrum Mobile subscribers will pay only the price identified, without any additional costs or fees. The NAD recommended that the advertiser discontinue the challenged claim that AT&T intentionally conceals taxes and fees, and recommended that Charter’s second claim be qualified with a far more prominent disclaimer. (Spectrum Mobile Pricing Claims Supported with Adequate Disclosures (bbbprograms.org))

Represented AT&T in an NAD action in which Charter Communications argues that AT&T falsely claims to have a “faster internet experience” than cable with respect to having the bandwidth to handle large file uploads. Charter also argued that AT&T’s ads also claim that the telecommunications company delivers “consistent speed, even at peak times. However, NAD found AT&T’s claims were supported. (NAD Finds Certain AT&T “Faster Internet Experience” Claims Supported (bbbprograms.org))

Represented AT&T in an NAD action in which AT&T challenged advertising by Charter Communications that (i) falsely implied that AT&T imposes a hard data limit on its internet subscribers, (ii) falsely claimed that Spectrum Internet service offered “better performance” than its competitors with respect to gaming, (iii) falsely claimed that Spectrum Internet was more reliable, (iv) falsely claimed that AT&T charges customers for equipment that Spectrum Internet provides for free, (v) falsely claimed that Spectrum Internet provides the “fastest internet starting speeds for the price,” and (vi) Spectrum Internet has “over 99.9% network reliability”. The NAD

recommended Charter Communications discontinue claims (i)-(iii) and modify claims (iv)-(vi) to disclose additional qualifying information. (NAD Finds Spectrum's Claim Supported (bbbprograms.org))

Represented the defendant in a trademark dispute concerning the business name for a national chain of flooring stores.

Represented the plaintiff in a trademark and false advertising dispute concerning competing health and wellness programs.

Represented the plaintiff in a trademark and false advertising dispute concerning consumer electronics insurance.

Represented the plaintiff in a false advertising dispute concerning consumer battery products.

*Represented the challenger in an NAD self-regulatory action concerning advertising claims regarding a competitor's contact lens solution product.

*Represented the challenger in an NAD self-regulatory action concerning advertising claims regarding a competitor's athlete's foot product.

*Represented the challenger in an NAD self-regulatory action concerning advertising claims regarding a competitor's lice treatment product.

*Represented the challenger in an NAD self-regulatory action concerning advertising claims regarding a competitor's dog flea treatment product.

*Represented a Silicon Valley tech startup in federal court litigation involving misappropriation of trade secrets and other information.

*Represented former corporate officers and directors in federal court litigation involving misappropriation of confidential information.

*Represented foreign corporation in federal court litigation involving trade dress protection for carnival rides.

*Experience gained by attorney prior to joining Kilpatrick

Education

Benjamin N. Cardozo School of Law J.D. (2012) Certificate in Dispute Resolution

Cornell University B.S. (2008) Science Communication, *cum laude*

Admissions

New York (2013)

Court Admissions

U.S. District Court for the Eastern District of New York

U.S. District Court for the Southern District of New York

Professional & Community Activities

American Bar Association, Member

New York City Bar Association, Member

New York State Bar Association, Intellectual Property Section, Advertising Law Committee, Member

New York Peace Institute, Volunteer Mediator

Insights

[Alert](#)

No Substitute for Substance: NAD Reiterates Guidance on Performance Imagery and Third-Party Endorsements

April 7, 2026

[Alert](#)

Trump Administration Targets “Made in America” Claims, Signaling Increased Enforcement Risk

March 19, 2026

[Events](#)

2026 Advanced Trademark Law Seminar

January 29, 2026

[Alert](#)

New York Governor Signs Bill Requiring Disclosure of AI-Generated Performers in Advertising

December 15, 2025

[Alert](#)

NAD’s Newfound Interest in Financial Services

December 11, 2025