Advertising Counseling & Disputes

Commercial Success

With rapid technological development and groundbreaking social media platforms occupying more of the consumer's time, reaching purchasers through advertising and promotions has become increasingly complex. Kilpatrick's comprehensive, multidisciplinary advertising, marketing, and promotions practice provides counsel in all aspects of advertising and brand protection. Our attorneys represent clients in litigating all types of disputes at the NAD, CARU, and in other self-regulatory claims, as well as in federal and state courts concerning Lanham Act False Advertising and Unfair or Deceptive Trade Practices Act claims. We also provide defense of government regulatory investigations and claims by the Federal Trade Commission (FTC), the state attorneys general, and regulators.

Focus Areas

- Advertising Review & Claim Substantiation
- Promotions, Contests & Sweepstakes
- Communication Regulation, including social media, mobile, email, text message, and fax
- Consumer Class Actions
- Ad Targeting, Data Optimization & Privacy Compliance
- Media Buying, Advertising Sales & Data Sharing Deals
- Native Advertising
- Rights of Privacy & Publicity

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