

Cowan, Liebowitz & Latman Strengthens its Advertising, Media & Technology Practice with the Addition of Kyle-Beth Hilfer



We are pleased to welcome Kyle-Beth Hilfer as the newest member of our [Advertising, Media & Technology Practice](#).

Kyle-Beth has over thirty years of experience in providing legal services to clients in the fields of advertising, marketing, promotions, intellectual property and new media. She helps clients launch all forms of advertising and marketing campaigns across all technology platforms. Kyle-Beth regularly counsels on claim substantiation issues, influencer marketing, native advertising, sweepstakes and contests, gamification, continuity programs, loyalty programs, direct marketing, environmental marketing, and charitable co-ventures. She is well versed in the multidisciplinary intellectual property and rights of privacy/publicity issues that show up in these campaigns. In addition, Kyle-Beth drafts and negotiates contracts related to advertising and marketing programs, including agency and marketing services agreements, sponsorship agreements, talent agreements, and licensing agreements.

While her focus is minimizing risk of litigation and regulatory actions, Kyle-Beth is a strong advocate for her clients when they confront disputes. If clients are involved in false advertising matters, she advises them on challenges before the National Advertising Division of the Better Business Bureau (NAD) and in court. If clients become the focus of governmental regulatory investigations, Kyle-Beth guides them toward resolution and settlement. Kyle-Beth is particularly skilled in alternate dispute resolution. She has served as a consultant for the National Advertising Review Board of the Better Business Bureau. She is an arbitrator for the American Arbitration Association on their Commercial, Large Complex Case, Intellectual Property, and Sports Panels.

Because of her expertise, Kyle-Beth is often called on to speak about advertising and intellectual property law issues at national conferences. In recent years, Kyle-Beth has spoken for the Promotion Marketing Association (now known as BAA), National Restaurant Association, Association of Conflict Resolution of Greater New York, Advertising Conference Institute, Boutique Design New York, and various bar associations.

Kyle-Beth has a B.A. from Yale College (*summa cum laude*, Phi Beta Kappa) and a J.D. from Harvard Law School (*cum laude*).

This addition to our Advertising, Media & Technology Practice bolsters our ability to act as trusted legal and business advisors to companies and organizations in practically every industry. Our attorneys facilitate compliance with the maze of federal and state laws, regulations, and cases that govern branding initiatives. We also help clients resolve government investigations, false advertising disputes, and Lanham Act complaints.

Our Advertising, Media & Technology Practice attorneys are: [Daniel Basov](#), [Jeffrey Chery](#), [Kieran G. Doyle](#), [C. J. Erickson](#), [Simon Gerson](#), [Morton D. Goldberg](#), [Kyle-Beth Hilfer](#), [Midge M. Hyman](#), [J. Christopher Jensen](#), [Mary L. Kevlin](#), [Jonathan Z. King](#), [Thomas Kjellberg](#), [Meichelle R. MacGregor](#), [Richard S. Mandel](#), [Mark Montague](#), [Peter R. Porcino](#), [Ariana J. Sarfarazi](#), [Joel Karni Schmidt](#), [George C. Sciarrino](#), and [Eric J. Shimanoff](#).