

# Advertising and Brand Litigation

As technology transforms how companies interact with consumers, the rules of engagement are also in flux. Companies seek seamless integration of offline and online initiatives and compliance with evolving regulatory requirements. We provide informed, practical guidance to established and next-generation companies as they reach out to customers and the public.

## Guidance where companies, consumers and sales meet

Relied upon by the creative and corporate forces driving beloved brands, Katten also counsels their media companies. We represent advertisers, advertising and promotions agencies, technology developers, content producers, and entertainment companies, reimagining the connection to consumers. From clearance, privacy and regulatory obligations to smooth product launches and brand integration, we address concerns in:

- Ad, marketing and promotional programs
- Agency-client relationships
- Branded entertainment
- Contests and sweepstakes
- Internet distribution
- Licensing and vendor agreements
- Litigation
- Privacy and data security
- Talent and production agreements
- User-generated content
- Sponsorships.

## Brand promotion and protection at every touchpoint

Consumers enjoy multiple points of contact with a brand, and so do we. Our experience covers all platforms and channels: print, radio and television, internet, mobile, interactive, and social media. Immersion in high-visibility industries — consumer products, fashion, food and beverage, medical, technology, and gaming — adds value to our insights.

Advertising creates unique exposure for companies. Unintentional missteps can set off regulators' interest, while competitors' public

## Key Contacts



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representations can tarnish a reputation in a viral instant. Our proactive counseling helps clients identify and minimize potential risks. Should government inquiries arise, we advocate for clients before the Federal Trade Commission, the National Advertising Division of the Better Business Bureau and state attorneys general. We also defend clients in allegations and litigation involving:

- Comparative and false advertising
- First Amendment issues
- Lanham Act
- Unfair competition laws

## Recognitions

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*Recognized or listed in the following:*

- *Best Law Firms*
  - Advertising Law
    - National, 2024-2026
    - Washington, DC, 2024-2026
- *Chambers USA*
  - Intellectual Property
    - Illinois, 2006–2022
  - Intellectual Property: Trademark & Copyright
    - Nationwide, 2025-2026
  - Intellectual Property: Trademark, Copyright & Trade Secrets
    - Illinois, 2021–2026
  - Intellectual Property: Litigation
    - District of Columbia, 2021–2024
- *The Legal 500 United States*
  - Advertising and Marketing
    - Litigation, 2023–2026
    - Transactional, 2019