

WOMEN OWNED LAW

September 2019 Member Spotlight



[Kyle-Beth Hilfer](#)

Founding Attorney, [Hilfer Law](#)

Tell us about your firm or business including: history, specialization, and years in business

After getting my legal training in “Big Law”, I opened Hilfer Law in 1993, offering a broad range of advertising, marketing, and intellectual property law services. Harnessing a unique understanding of modern, emerging, and traditional advertising media, I help my clients launch their products and services. I work with clients from the concept stage through execution, reviewing their advertising copy and claim substantiation. I also help them implement specific marketing techniques that generate revenues. These campaigns include: sweepstakes and contests, loyalty programs, social media, influencer marketing, online reputation management, auto-renewal programs, user-generated content, green advertising, native advertising, app development, cause marketing, and text/email marketing. As my clients' brands grow in the marketplace, I also help protect their intellectual property and monetize their portfolios through effective licensing programs in a global marketplace. My transactional practice focuses on creating fair, clearly written contracts that protect clients' interests. In particular, I leverage lessons from my arbitration practice to anticipate points of dispute and to assist in dispute advisory work. I am an active alternative dispute resolution provider, serving as an Arbitrator for the American Arbitration Association, ROSE Arbitration, and the City of New York's Office of Administrative Trials and Hearings Contract Dispute Resolution Board.

What's an interesting fact about you or your firm that most people don't know?

I am an active volunteer and am pleased to put my skills as an arbitrator and advertising lawyer to use for the public interest. At the Pace Law Women's Justice Center's walk-in clinic, I help provide critical legal services to victims of domestic violence, sexual assault, and elder abuse. It is gratifying to put my legal skills to work assisting some of the most vulnerable individuals in my community. In addition, I serve on the Westchester County Fair Campaign Practices Committee. Our role is to promote fair and honest political campaigns throughout the county.

What's a favorite moment of your career so far?

Currently, I am helping a hospitality client expand across the USA. My work for this client, as usual, is multidisciplinary. I've helped with data privacy issues, sweepstakes initiatives, influencer contracts, loyalty program, a cause marketing campaign, social media tactics, promotional opportunities, and trademark protection. I am genuinely excited to help this company grow and invigorated by its nimble response to market trends. When I see their brick and mortar stores, I feel proud to have contributed to their growth.

What challenge are you most proud of overcoming?

Developing a successful solo practice in the early 1990s was challenging as most of my law school classmates and professional peers were with big firms, and there were few role models for me in the legal community. In addition, clients were less open-minded during that time about alternatives to "Big Law." Furthermore, legal technology services were in their infancy so there was a steep learning curve for my services. Nonetheless, I persevered, and learned the business of law and, in the end, I became a more facile and multi-dimensional lawyer because I practice independently.

Tell us about a recent professional accomplishment of yours?

I recently started in an Of Counsel role with Cowan, Liebowitz, & Latman, a boutique full-service firm. This robust new platform will allow me to offer my clients expanded corporate, intellectual property, and litigation services. In addition, I am delighted to offer my advertising law services as part of CLL's Advertising, Media & Technology practice group.

Tell us about a recent personal accomplishment of yours?

I have four children. My twins, the youngest two, are about to graduate from college. My husband and I just made our last tuition payments. That's something to celebrate! Launching my kids into the adult world is my most important accomplishment.

What advice would you offer new business owners?

I graduated from law school with a focus on intellectual property and wanted to break into entertainment law. A headhunter sent me to an advertising law position. I went skeptically because I had never heard of the field. Nonetheless, after a several hour interview, I accepted the firm's job offer on the spot without even knowing my salary. I was hooked. Thinking back on that decision is still exhilarating for me. I took a chance in the moment and launched a career. From this experience, I advise new business owners to be open to possibility. It's great to have a business plan, but you must be flexible and adaptable to the opportunities that present themselves.

How can you help other Women Owned Law members improve their businesses?

I have mentored attorneys who are trying to grow solo or small boutique practices. I enjoy helping others find elements of differentiation in a crowded field, sharing advice regarding office technology and support systems, and discussing networking tools that fit their personalities. In addition, I am happy to partner with other WOL members to offer expanded legal services to my and their clients. Finally, I am always open to collaborating on speaking opportunities and creating educational programs. In the New York chapter, I moderated a successful CLE on "The Ethics of Law Firm Collaboration." This much-needed class walked through the various scenarios that solo and small law firms face when working together. The panel discussed conflicts checks, billing, joint representations, and more. I am happy to be a resource for WOL members who want to know more about this crucial topic.

How has Women Owned Law been of value to you and your career?

Women Owned Law has provided me an instant network of trusted advisors. I've tapped into its membership for co-counsel and other business needs. As clients seek more diversified advisors, Women Owned Law has provided me with streamlined and relevant advice about law practice management, business development, client acquisition, and risk mitigation.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business life-cycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law. For additional information about Women Owned Law visit www.womenownedlaw.org