



# Advertising & Marketing

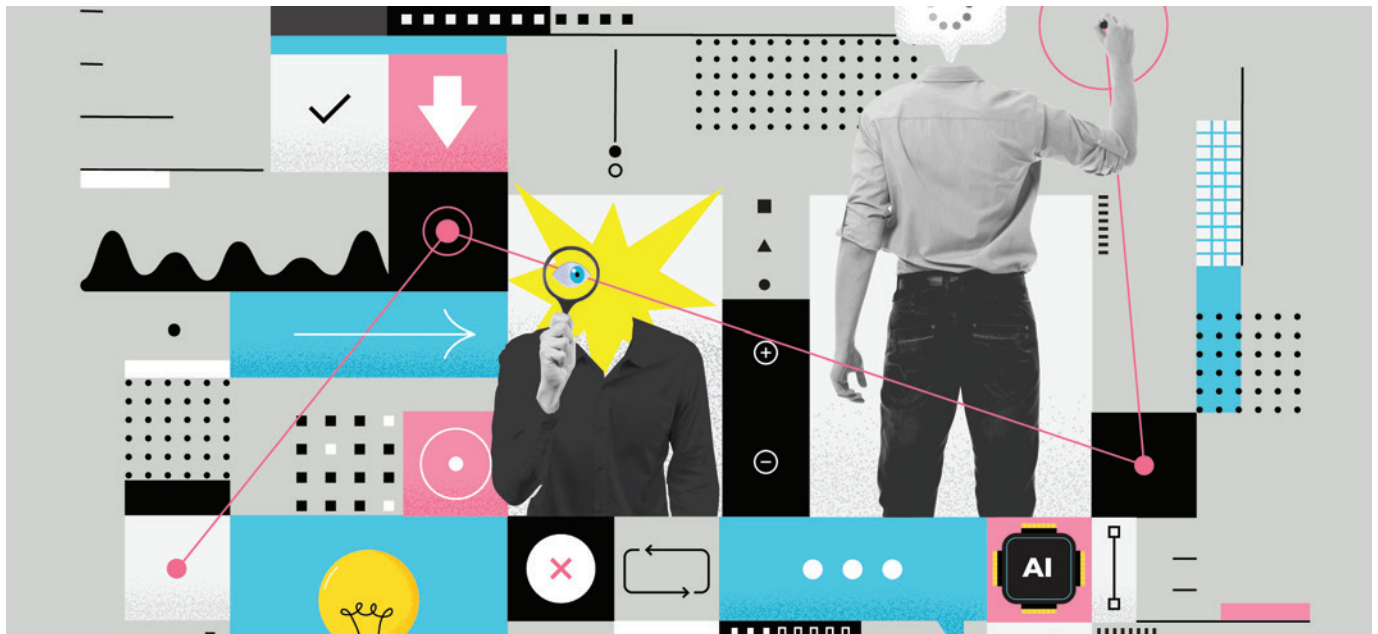
## 2025



PROFILED:

**ANDREW B. LUSTIGMAN**

Olshan Frome Wolosky LLP



**O L S H A N**

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## Advertising & Marketing



### ANDREW B. LUSTIGMAN

Co-Managing Partner

**Olshan Frome Wolosky LLP**

New York, NY, US

T: +1 (212) 451 2258

E: [alustigman@olshanlaw.com](mailto:alustigman@olshanlaw.com)

#### PERSONAL BIOGRAPHY

**Andrew Lustigman** chairs Olshan's advertising, marketing and promotions group, co-chairs its brand management and protection group, and is co-managing partner of the firm. He advises domestic and international marketers, advertisers, agencies and suppliers on advertising, marketing and promotions law, including sweepstakes, social media and subscription programmes. He represents clients in FTC, FDA and state regulatory investigations, enforcement actions and advertising litigation. He also helps them navigate compliance and defend against claims of false or deceptive advertising. A recognised leader in his field, he frequently appears in major media and has published Olshan's Advertising Law Blog for over 20 years.

# OLSHAN

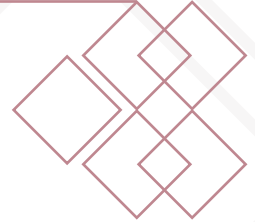
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**ANDREW B. LUSTIGMAN**

Olshan Frome Wolosky LLP



## Q&amp;A WITH ANDREW B. LUSTIGMAN

**What standout moments in your career have significantly shaped your professional journey?**

◆ I had the privilege of being law partners with my father, Sheldon Lustigman, for over 25 years. His wisdom helped instill in me the importance of having empathy toward your clients and to be an advocate for them, even in their most challenging times. Additionally, he taught me the importance of developing constructive alternatives to roadblocks, and to keep a dialogue continuing in order to try to get to a fair and acceptable resolution.

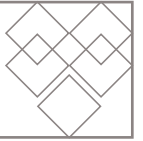
**How do you mentor and inspire younger colleagues within your firm? Can you share a success story of someone you have guided?**

◆ I find mentoring younger colleagues to be one of the most rewarding aspects of being a lawyer. This includes volunteering to assist them on client pitches and to give them writing and speaking opportunities. One junior attorney on my team was professionally more on the shy side. Over the years, the attorney was given numerous speaking opportunities with me, and now they present by themselves at large law conferences and client gatherings.

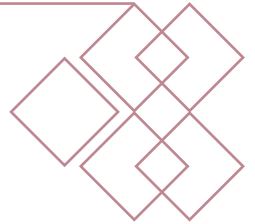


## ANDREW B. LUSTIGMAN

Olshan Frome Wolosky LLP



### What qualities and values do you believe are essential for building strong, trusting relationships with clients?



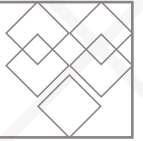
◆ Qualities and values that are essential to build strong client relations begin with providing excellent legal support at a fair price. Furthermore, it is critical to listen to your clients and get a firm understanding as to their legal needs and how you can best support them. From that base, it is critical to understand their business and the market, and to reach out proactively, particularly when legal developments arise that may impact their business.



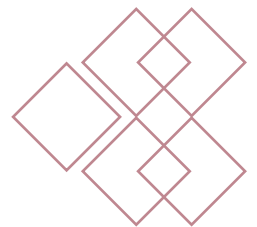
**“IT IS CRITICAL TO LISTEN TO YOUR CLIENTS AND GET A FIRM UNDERSTANDING AS TO THEIR LEGAL NEEDS AND HOW YOU CAN BEST SUPPORT THEM. FROM THAT BASE, IT IS CRITICAL TO UNDERSTAND THEIR BUSINESS AND THE MARKET.”**

**ANDREW B. LUSTIGMAN**

Olshan Frome Wolosky LLP

**REPRESENTATIVE ENGAGEMENTS**

- ◆ Representing innovative promotional marketing agencies and their clients regarding brand activation contests and promotions. Helping structure sweepstakes, drafting rules, reviewing advertising and promotional materials, and ensuring compliance throughout campaigns.
- ◆ Represented an innovative over the counter pharmaceutical company in NAD challenges, achieving decisions that upheld major national advertising efforts.
- ◆ Providing ongoing regulatory counsel to a leading international online travel agency on brand protection, trade compliance, subscriptions and outbound marketing.
- ◆ Representing a major financial news publisher on subscription and marketing practices, including telemarketing, renewals, billing disclosures and collection issues.
- ◆ Advised as specialty counsel a global investment bank on lending to a leading consumer finance provider, TCPA exposure and privacy issues.
- ◆ Representing a leading wine subscription marketer in continuity compliance and successfully resolved a California Automatic Renewal Task Force investigation of client's enrolment and cancellation practices.
- ◆ Defended an ecommerce marketer in a high-profile New York attorney general investigation, securing a favourable outcome and continuing to advise on compliance matters.

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