



Kade N. Olsen

Associate

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Kade Olsen is an associate in the Firm's Litigation department. His practice focuses on false advertising, privacy and data security, and complex commercial litigation.

From 2013 to 2014, Mr. Olsen served as a law clerk to the Hon. Andrew D. Hurwitz of the United States Court of Appeals for the Ninth Circuit. From 2014 to 2015, he served as a law clerk to the Hon. John G. Koeltl of the United States District Court for the Southern District of New York.

Representative Matters

Represented major beverage company in defense against Lanham Act false advertising claims, obtaining jury verdict that naming and labeling of company's product did not mislead consumers.

Recently obtained a nationwide preliminary injunction for a leading animal health company, enjoining ads that falsely claimed that dairy products made with milk from cows treated with our client's supplement were dangerous, unsafe and less wholesome than other dairy products. The preliminary injunction was affirmed on appeal.

Represented a leading telecommunications company in breach-of-contract dispute relating to intellectual property licenses. Obtained arbitral award in favor of our client.

Represented multinational pharmaceutical company in a merger dispute in Delaware Chancery Court.

Representing pharmaceutical and beverage companies against claims of false advertising and unfair competition.

Representing financial-guaranty insurer in breach-of-contract and fraud litigation involving mortgage-backed securities.

Advising boards and leadership teams concerning data security assessments and regulatory compliance.

Education

- New York University School of Law (J.D., *magna cum laude*, 2013)
 - Order of the Coif
 - Managing Editor, *New York University Law Review*
 - Butler Scholar
 - Weinfeld Prize for Scholarship in Procedure and Courts

Patterson Belknap

- Dartmouth College (A.B., *cum laude*, 2008)
 - Finalist, National Debate Tournament

Admissions

- New York

Publications

- Note, "Burford Abstention and Judicial Policymaking," *88 N.Y.U. L. Rev.* 763 (2013)
- Co-author, "[New York's Cybersecurity Regulation for Financial Institutions, A New Age of Cybersecurity Regulation: Raising the Bar and Demanding Leadership Accountability](#)," *Bloomberg Law* (April 17, 2017)
- Contributor to www.DataSecurityLaw.com

Misbranded Blog

Misbranded is Patterson Belknap's blog covering false advertising litigation—both consumer class actions and competitor suits—with a particular focus on FDA-regulated products (foods/beverages, pharmaceuticals, cosmetics, and dietary supplements). Writing from the industry perspective, we provide timely updates on important cases, surveys of litigation trends, and in-depth analyses of “hot” legal issues. Our firm pioneered the modern practice of false advertising law more than 40 years ago, bringing the first competitor suits under the Lanham Act. In the decades since, we have continued to practice at the cutting edge, handling many of the field's most groundbreaking cases on behalf of the nation's best-known businesses. Today, led by [Steven A. Zalesin](#), our team advocates creatively, strategically, and efficiently on behalf of our clients at all phases of litigation, from pre-complaint demands to Supreme Court appeals.

Conjoint Analysis: No Silver Bullet for Calculating Class-Wide Damages

March 1, 2019

Over the last few years, “conjoint analysis” has become the methodology du jour for false advertising plaintiffs seeking to demonstrate they can calculate class-wide damages. Conjoint analysis is so named because it is used to study the joint effects of...

Publications

July 11, 2018

California's New Digital Privacy Law: Impact on Business Operations

April 17, 2017

New York's Cybersecurity Regulations for Financial Institutions & Health Care

February 21, 2017

The New York Department of Financial Services Issues Its Final Cybersecurity Regulation