Nilesh (Neal) Patel

Partner

npatel@fbtgibbons.com | 513.369.4805

Great American Tower
301 East Fourth Street, Suite 3300
Cincinnati, OH 45202

Industries

Computer Systems & Software Development

Consumable Goods

Internet of Things (IoT)

Life Sciences

Manufacturing

Mobility

Practice Areas

Intellectual Property

Advertising & Media

AI Legal Strategies

Copyright

Data Security & Privacy

Data, Digital Assets & Technology

Franchise & Distribution

Health Care

Health Care AI & Pharma

Sports & Entertainment

Technology Transactions

Bar Memberships

Ohio

Neal Patel chairs the Data, Digital Assets & Technology practice group at FBT Gibbons, where he leads a team focused on the legal issues that emerge when technology meets commerce — AI systems, data-driven products, digital transactions, and the contracts and regulatory frameworks that govern them.

His practice sits at a specific intersection: he handles technology transactions, data privacy and cybersecurity, AI governance, digital assets, and advertising and marketing law, with a particular focus on how these issues converge in consumer-facing products and platforms. He represents both technology companies and the enterprises deploying their solutions, across industries including enterprise software, media and entertainment, consumer brands, retail, and financial services.

Neal's current work reflects where technology law is heading. He advises clients on AI adoption and governance, agentic commerce and automated transaction systems, data licensing and commercialization, platform and API agreements, and the evolving legal architecture of digital distribution. He has been writing and speaking on the legal implications of AI agents in commercial transactions — an area where existing contract formation doctrine, consumer protection law, and platform access rules are already under pressure.

Before joining FBT Gibbons, Neal worked at large law firms and in-house at a Fortune 100 company, giving him direct experience with the legal and operational challenges companies face on both sides of a technology deal. He has presented at the ANA Master of Advertising Law Conference and the AAF National Conference,

among others, and has published on topics ranging from FTC consumer review compliance to AI contracting risk.

He is recognized in The Best Lawyers in America for Advertising Law and has been named to Cincy Magazine's Power 100.

Other Info About Neal

Experience

Neal's dual expertise in technology and traditional advertising law enables him to provide valuable legal support in the following areas:

- *Intersection of Technology and Advertising*: Neal assists businesses in navigating the legal complexities associated with technology in advertising. He advises on areas such as targeted advertising, behavioral tracking, influencer marketing, and social media promotions, ensuring compliance with data privacy regulations and consumer protection laws.
- *Technology Law and Agreements*: Neal assists businesses in navigating the legal aspects of technology development, licensing, intellectual property protection, and data privacy. Neal is a skilled negotiator, helping structure and negotiate various technology agreements, including software development agreements, service-based software solution agreements (SaaS, PaaS, etc.), product integration agreements, IT infrastructure agreements, joint development agreements and more. His meticulous attention to detail ensures that his clients' interests are protected.
- *AI Adoption Strategy*: Neal assists businesses in developing comprehensive AI adoption strategies specifically for large language model AI or generative solutions. He helps clients understand the potential benefits, legal considerations, and ethical implications of incorporating these solutions into their operations and guides them through the implementation process.
- *Data Licensing and Monetization*: With the increasing importance of data in the digital era, Neal helps businesses

navigate the legal landscape surrounding data licensing and monetization. He advises on data privacy regulations, negotiates data licensing agreements, and ensures compliance with data protection laws while optimizing opportunities for data-driven innovation.

- *Advertising and Sponsorships*: Neal ensures that client advertising and marketing campaigns comply with relevant laws, regulations, and industry standards. He advises on issues such as false advertising, endorsements, and comparative advertising, helping businesses maintain legal and ethical advertising practices. Neal is known for his client-centric approach and his ability to understand the unique challenges faced by businesses operating in both the technology and advertising realms. He takes the time to listen to his clients' objectives, understand their brand identities, and tailor legal strategies that align with their business goals.

Education

University of Nebraska, J.D., 1997, *highest distinction*
Order of the Coif
Nebraska Law Review, Research Editor

The Ohio State University, B.S.B.A., 1992

Recognition

The Best Lawyers in America®: Advertising Law, 2024-2027

Cincy Magazine, Power 100, 2023 & 2024

Selected for inclusion in the *Ohio Super Lawyers Rising Stars®*, 2012-2014

Alumni of the Leadership Council on Legal Diversity (LCLD) Fellows (2018 Class)

Leadership Cincinnati, Cincinnati USA Regional Chamber, Class 44

Professional Affiliations

Ohio Bar Association

Missouri Bar Association (inactive)

Kansas Bar Association (inactive)

Civic Activities

Price Hill Will, Board of Directors, Vice Chair

Children's Law Center, Board of Directors

Ruth Lyons Fund, Board of Directors

Firm Committees

Committee for Advancing Use of Artificial Intelligence, Member

Partner Personnel Committee, Member

Inclusion, Diversity, Equity & Belonging Committee, former Member

Technology Industry, former Industry Team Leader

Presentations

Neal is a sought-after speaker and thought leader in the field of technology and advertising law. He frequently presents at industry conferences, sharing insights on topics such as technology-driven advertising strategies, intellectual property protection in the advertising context, and emerging legal issues in the digital advertising landscape. His thought leadership contributions provide valuable guidance to professionals navigating the evolving intersection of technology and traditional advertising:

"H-O-T-T-O-G-O: Supporting Brand Partnerships and Sponsorships Without Getting Burned", 2024 ANA Master of Advertising Law Conference, November 2024

"AI in Products/Services Contracting" Lexology Masterclass Webinar Series, Presenter, November 2024

"Table of Experts: As the region's manufacturing grows, challenges lie ahead," Cincinnati Business Courier, September 26, 2024

Social Media Update," KBA 23rd Annual Issues for Corporate House Counsel CLE Seminar

"Coupons, Premiums, Loyalty Programs & Rebates," – 34th Annual PMA Marketing Law Conference

"Ad Forum: The Golden Age of Social Media," ADmerica — AAF National Conference

"Navigating the Perils and Promises of Social Networking," 22nd Annual Issues for Corporate House Counsel/Kentucky Bar Association Corporate House Council

"Social Media Program," Social Media Program — Greater Cincinnati Minority Council

"Social Networking Perils & Promises," Southwest Ohio Association of Corporate Counsel Program

"Kidsized Marketing: Supersized issues," 33rd Annual PMA Marketing Law Conference

"Social Media in the Workplace: The Good, The Bad, The Ugly," Annual Frost Brown Todd CLE Event

"Social Media: Practitioners' Perspectives on Advising Clients and Avoiding Employment Pitfalls," Kentucky Bar Association Annual Convention, Lexington, KY

"Social Media & The Law," Northern Kentucky University, Highland Heights, KY

"Social Media Security – Is Your Company Protected?," Cincinnati USA Regional Chamber, Cincinnati, Ohio

"LexAd After-hours," Lexington Ad Club, Lexington, Kentucky

"Privacy Considerations for Business Use of Social Networking/Behavioral Advertising,"
ACC in-house CLE Seminar, Frost Brown Todd LLC

"Negotiating Talent and Endorsement Deals under the New Guides," American Conference Institute's 23rd National Advanced Forum on Advertising Law, New York, New York

"Complying With State Laws on Sweepstakes, Contests and Promotions," American Conference Institute – 3rd Annual Advertisers' and Marketers' Regulatory Summit, Washington D.C.

"Make It Personal: Behavioral Marketing and Privacy Issues," AAF National Conference, Washington D.C.

"You've Done What With Our Website?," Cincinnati Bar Association, Corporate Counsel Luncheon, Cincinnati, Ohio

"Copyright & Trademark Update," The 30th Annual Promotion Marketing Law Conference, Chicago, Illinois

"Interactive Media and the Law," AdClub Cincinnati Digital Non-Conference, Cincinnati, Ohio

Your Privacy Policy: Fact or Fiction?," Privacy and Information Security Seminar, Frost Brown Todd LLC

"Advertising in International Markets – How to be Successful and Avoid the Pitfalls," Miami Valley Trade Association

"Children's Online Privacy Protection Act," Promotion Marketing Association, Inc. Conference, Chicago, Illinois

Major Publications

Author: "FTC's New Rule on Consumer Reviews: Ensuring Compliance with Human- and AI-Generated Content," *The Computer & Internet Lawyer* (November-December 2024)

Author: "AI Chatbots, Hallucinations, and Legal Risks" *Lexology* (April 2024)

Co-Author: "Attention Website Operators and Online Service Providers: The Deadline to Refile Your Designated Agent Information With the U.S. Copyright Office is Approaching", *Lexology* (September 2017)

Author: "Social media: Risks & Rewards," *Cincinnati Business Courier Small Business Essentials* (July 8, 2014)

Featured Articles

What Epic Reveals About Agentic Commerce

Agentic Commerce, Price Control, and the New Antitrust Questions

The Payment Infrastructure Layer: How Network Rules Already Govern Agentic Commerce

The Gatekeepers of Agentic Commerce

When the AI Purchase Goes Wrong, Who Pays, and Who Can Prove It?

Contracting by Agent: When the Agent Clicks, Who Assents?

The Authority Problem: When Does an Authorized Agent Become an Unauthorized Buyer?

The Identity Problem: Authentication, Fraud, and Who's Actually Buying

AI Agents Are Starting to Act Inside the Transaction, and Commerce Law Is Not Ready

Midjourney Faces Disney Lawsuit Just as Court Backs Fair Use in AI Training

FTC's New Rule on Consumer Reviews: Ensuring Compliance with Human- and AI-Generated Content

AI Chatbots, Hallucinations, and Legal Risks

Attention Website Operators and Online Service Providers

Attention Website Operators and Online Service Providers: It's Time to Refile Your Designated Agent Information with the U.S. Copyright Office

© 2026 FBT Gibbons LLP. May be considered attorney advertising in some jurisdictions.