



2026 Page Annual Conference



**Paavana Kumar,
Partner,
Advertising + Marketing,
Davis+Gilbert LLP**

Paavana Kumar helps major advertisers, retailers, ecommerce companies, and agencies navigate the rapidly evolving intersection of advertising law, consumer protection, and emerging technologies.

A trusted advisor to communications professionals and marketing industry leaders pushing creative and

technological boundaries, she focuses on the legal and ethical implications of integrating generative AI and agentic AI tools into ecommerce, retail, and marketing content and solutions, guiding clients in responsibly deploying these tools while managing regulatory, reputational, and consumer trust risks. She regularly counsels advertising, PR, and communications agencies and brands on leveraging AI to drive innovation in productivity, client-facing work, ideation and campaign execution, social commerce, influencer collaborations, dynamic pricing, and personalized customer experiences. She helps clients proactively address compliance challenges, including transparency, algorithmic bias, disclosure obligations, and the responsible use of consumer data.

In addition to her AI work, Paavana is a recognized authority on subscription programs and automatic renewal laws nationwide, advising on “dark pattern” risks and legally sound customer journeys. She also counsels on all facets of advertising law issues, including comparative and discount pricing practices, loyalty programs, influencers, sweepstakes and promotions, cause marketing, and high-profile entertainment and sports partnerships.