



Association of National Advertisers/Brand Activation Association 43rd Annual Marketing Law Conference

Davis+Gilbert is a proud Platinum Sponsor of the ANA/BAA 43rd Annual Marketing Law Conference “Faster Tech/Tougher Regs: Navigating the New Compliance Landscape,” to be held in San Diego and virtually on November 15 – 17, 2021.

Ronald R. Urbach, chairman of the firm and co-chair of the Advertising + Marketing Group, will provide an exciting and insightful guide to navigating the social media, privacy and regulatory maze during his presentation.

Ron’s session will be Tuesday, November 16 at 10:50 a.m.

Allison Fitzpatrick, Advertising + Marketing partner, will moderate a session titled, “Hot Topics in Children’s Advertising and Privacy.” This session will provide best practices and practical tips for ensuring that one’s child-directed apps, products, and marketing campaigns are in compliance with CARU, COPPA, and other laws.

Allison’s session will be Tuesday, November 16 at 5:15 p.m.

Paavana L. Kumar, Advertising + Marketing associate, will lead a roundtable discussion titled “The Future of E-Commerce and the Subscription Economy: Automatic Renewal Programs, Free Trial Conversions, Memberships, Loyalty and More.” This roundtable will discuss hot topics and trends in e-commerce and “e-tail” and how to comply with the patchwork of federal and state regulations governing automatic renewal.

Paavana’s session will be Tuesday, November 16 at 7:00 a.m.

As a Platinum Sponsor of this BAA conference, Davis+Gilbert has arranged a discount for clients and friends. To take advantage of this promotional rate, please use the code “SPONMEMLAW21” when registering for in-person. If you would like to attend virtually, please use the code “SPONMEMVIRT21.”

For more information, or to register, visit BAA’s website.

Related People

Ronald R. Urbach

Partner/Co-Chair
212 468 4824
rurbach@dglaw.com

Allison Fitzpatrick

Partner
212 468 4866
afitzpatrick@dglaw.com

Paavana L. Kumar
Partner
212 468 4988
pkumar@dglaw.com