

Fordham Law School's Media and Entertainment Law Society Symposium | Keeping Up with the FTC: Social Media Influencers and Developing Ad Law

Paavana L. Kumar, Davis+Gilbert Advertising + Marketing associate, will speak during a session titled "Keeping up with the FTC: Social Media Influencers and Developing Ad Law" at Fordham Law School's Media and Entertainment Law Society Symposium to be held in New York on February 23.

Symposium Overview

The focus of this panel will be the legal challenges of native advertising and influencer marketing campaigns in social media, and the best practices surrounding disclosures in the context of influencer network and publisher relationships.

Related People

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