



Paul L. Singer

Partner

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About

When state attorneys general or other state regulators pursue investigations and enforcement actions involving consumer protection issues, Paul Singer knows exactly what they are doing, why they are doing it, and how to effectively address, parry, and resolve their concerns. *Chambers USA* has recognized Paul as a leader among national state attorneys general practices.

That is a product of his spending over two decades in the Texas Attorney General's office, spearheading its consumer protection, advertising and marketing, public health, and data protection efforts. Paul leverages the insights he gained, relationships he developed, and trust he earned in that role to help companies in various industries protect their legal, business, and reputational interests when they find themselves under government scrutiny.

Paul's extensive government-side institutional knowledge forms the foundation of his current practice defending clients in state-level investigations and enforcement actions, providing comprehensive compliance counsel, and advancing their interests through persuasive policy advocacy on consumer protection matters. The credibility Paul has earned over the years among his former colleagues and his reputation as a straight-shooter help establish positive, productive dynamics that lead to favorable resolutions and minimize both burdens and risks for his clients.

Clients tell *Chambers USA* that Paul is "an exceptional lawyer who leverages both hard work and astute commercial awareness to bring tremendous value." Clients also highlight his "keen understanding of legal risk," calling him "a brilliant mouthpiece" and "a calming influence" on State AG matters.

Paul spent most of his time at the Texas Attorney General's office in the Consumer Protection Division, including as Division Chief. Most recently, he served as part of the agency's executive leadership team as the Associate Deputy Attorney General for Civil Litigation, where he oversaw all plaintiff-oriented civil litigation for the Attorney General, including matters involving consumer protection, environmental protection, antitrust, civil Medicaid fraud, and bankruptcy and collections. Paul played an instrumental leadership role in several major multistate investigations, many involving *Fortune* 500 companies, where he repeatedly obtained large settlements for the 50 states and territories, including many multimillion-dollar recoveries.

Paul's extensive knowledge and experience have made him a requested and frequent speaker at

national seminars and trainings on a variety of technology, privacy, and general consumer protection topics. He has also been repeatedly recognized by his peers for his professional achievements and leadership, including receiving the Career Staff of the Year Award from the National Association of Attorneys General in 2020 and the Faculty of the Year Award from the National Attorneys General Training and Research Institute for his significant contributions to developing and presenting high-quality legal training programs for his counterparts across the country.

Experience

Texas counsel in ongoing antitrust and consumer protection litigation with major Internet provider over anticompetitive conduct in the Ad Tech marketplace.

Lead counsel in ongoing negotiations with pharmaceutical manufacturers, distributors, and other parties relating to the opioid crisis; Serve as Texas representative in ongoing bankruptcies in related cases; Leader in drafting the \$26 billion settlement with distributors and an opioid manufacturer.

Executive committee member and negotiator of 50-state multistate settlement coordinated with FCC, FTC, and CFPB relating to wireless carriers' role in facilitating "mobile cramming," resulting in over \$300 million in consumer redress and payments to state and federal regulators.

Lead counsel in lawsuit against major premium text messaging content provider, resulting in emergency relief prohibiting continued misleading sales practices and final Judgment providing refunds to consumers and \$2 million payment to Texas.

Executive Committee member and principal drafter of 25-state multistate settlement with national satellite television provider regarding deceptive advertising practices; Leader of 50-state investigation and principal drafter of judgment resulting from investigation of compliance with prior settlement.

Lead counsel in first state-brought complaint filed under Children's Online Privacy Protection Act, resulting in an Agreed Judgment requiring compliance with the federal law.

Executive Committee member and principal drafter of multistate settlement resolving investigation of advertising and sales practices of Voice over Internet Provider.

Lead counsel in first spyware case brought under Texas state law against major distributor of compact discs, resulting in an Agreed Judgment that included cessation of use of certain software and clearer disclosures.

Lead counsel in lawsuit against debt settlement company, resulting in an Agreed Judgment returning over \$4 million to consumers.

Lead counsel in lawsuit against second-largest credit counseling agency in the U.S., resulting in an Agreed Judgment significantly revising marketing practices and in Congressional review and industry-wide reform.

Lead counsel in lawsuit against third-largest social networking site in the U.S. for deceptive electronic mail enrollment messages, resulting in an Agreed Judgment.

Leader of 48-state multistate investigation into deceptive sales of membership programs through negative option post-transaction marketing, resulting in an Agreed Judgment with over \$30 million in restitution and payment to states.

Leader of 48-state multistate investigation of a major Internet Service Provider, resulting in an Assurance of Voluntary Compliance requiring reforms in its marketing and retention practices.

Honors

Ranked nationally in *Chambers USA* - State AG, 2025-2026

Recommended in *US Legal 500* for his work in the Marketing and Advertising Law – Transactional and Regulatory area, 2022-2023

NAAG Career Staff of the Year Award, 2020

NAGTRI Faculty of the Year Award, 2018

NAGTRI International Fellows Program, 2018

Affiliations

ABA, Antitrust Section and Consumer Protection Committee, member

State Bar of Texas, Consumer and Commercial Law Section, member

Austin Bar Association, member

American Academy of Forensic Sciences, fellow

International Association of Forensic Sciences, delegate

Austin Teen Court 2002 – 2008, co-director

Related Services

Advertising and Marketing

Advertising Technology (AdTech)

Artificial Intelligence

State Attorneys General

Privacy and Information Security

Federal Trade Commission

Environmental, Social and Governance (ESG)

Cybersecurity Counseling and Compliance

Dietary Supplements and Functional Foods

Direct Sales and Multi-level Marketing

Food and Drug

Amicus

Litigation

Blockchain and Cryptocurrency

Manufacturing

Healthcare Privacy and Data Innovation

Pricing Transparency

Education

The University of Texas at Austin School of Law, J.D.

- with honors

The University of Texas at Austin, B.A.

- high honors
- English and Government

Admissions

District of Columbia

Texas

Courts

U.S. District Court–Western District of Texas

U.S. Court of Appeals–Fifth Circuit