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## **FASHION AND RETAIL LAW 2017**

Trends and Developments

Priority Code: RLS7

# **FASHION AND RETAIL LAW 2017**

## Trends and Developments

- INTELLECTUAL PROPERTY OF FASHION
- TRADE, TARIFF AND CUSTOMS ISSUES
- VENTURE CAPITAL AND PRIVATE EQUITY MARKETS
- RESTRUCTURING AND REFINANCING BRANDS
- OVERPRICING AND FALSE ADVERTISING



New York &  
Live Webcast  
**May 2**

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# FASHION AND RETAIL LAW 2017

Trends and Developments

New York & Live Webcast

May 2

## THE AGENDA

### HOW DO SALES BECOME FALSE ADVERTISING? LEGAL ISSUES RAISED BY PRICING

- Recent cases evaluating whether descriptions of price constitute false advertising
- Lessons from successful and unsuccessful consumer class actions
- FTC enforcement and the intersection of false advertising and antitrust liability
- Important developments in false advertising law

### LATEST DEVELOPMENTS IN THE PROTECTION OF FASHION BRANDS

- Latest guidance from the Supreme Court on copyrights and fashion
- Recent cases on trademarks and trade dress and what they mean for fashion brands
- How the Supreme Court's *Apple v. Samsung* decision will affect the use of design patents to protect fashion
- Whether the new federal trade secrets statute can be used to protect fashion designs
- The effect of recent precedents on remedies for counterfeiting

### INVESTING IN FASHION AND FASHION TECH COMPANIES

- The state of global venture capital and private equity activity
- Business trends and new concepts
- Key negotiation points
- Best practices

### RESTRUCTURING AND REFINANCING BRANDS AND BUSINESSES

- The restructuring landscape
- Financing techniques
- Key legal issues
- Lessons from retail bankruptcies

### INTERNATIONAL TRADE DEVELOPMENTS

- Responsibilities for importing for fashion and retail
- Current issues for exporters
- Country of origin rules and marketing
- How the evolving trade policy environment is likely to affect fashion and retail

### CELEBRITIES, SOCIAL MEDIA AND E-COMMERCE

- Trends affecting e-commerce in retail and fashion
- Legal issues raised by the use of social media as a marketing tool, and what to do when your brand becomes the subject of a tweetstorm
- The changing policy front on data privacy
- How to manage celebrity designers and endorsers

"Very informative. Even though I am an experienced practitioner, I learned quite a few new things."

– Wanda Coats, Accuity

"Enjoyable and informative!"

– Maria LoRusso, Maria T. LoRusso, P.C.

"Overall fantastic program, I'll definitely attend again!"

"Excellent Program, well rounded, relevant and real topically."

– 2016 Attendees

Senior Program Attorney:  
Seema Lal Meehan

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### FASHION LAW AND BUSINESS: Brands & Retailers

Lois F. Herzeca and Howard S. Hogan  
(Gibson, Dunn & Crutcher LLP)

**Fashion Law and Business** unravels the complexity of the fashion industry and provides clear guidance on the wide range of legal and business issues faced by fashion industry participants, including designers, suppliers, manufacturers of apparel and accessories, and retailers.

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