

## Design, Fashion & Luxury

Our Design, Fashion & Luxury team helps fashion and design professionals around the globe blaze the path from sketchbook to showroom and from factory floor to boutique shelf.

The professionals behind inspiring fashion and design houses and luxury brands are creative entrepreneurs who take risks and think big, all while addressing the day-to-day demands of running a business and the legal concerns that come with it. That's where we come in. We bring decades of experience in this space, assisting clients from iconic shoe brands to those designing initial concepts. We advise distinctive international designers and fashion companies such as Alexander Wang, Christian Louboutin, Ted Baker, Tag Heuer, Givenchy, and Dior as well as other leading watch, fragrance, couture, ready-to-wear, and sports apparel brands.

All businesses—especially in the fashion and design industries—face unique challenges in a constantly evolving digital space, which introduces new branding, marketing, and protection concerns regularly. We guide clients in effectively launching new online collections or product lines, including design and trademark protection, addressing social media issues, reviewing websites and online marketing programs, and data privacy and security. We clear any obstacles with our comprehensive programs developed to protect, monitor, and take action on brand misuse. We also provide comprehensive enforcement strategies against counterfeiting, which is a multibillion-dollar industry. We combine forensic investigation, digital “scrubbing,” portal-based resources, and boots-on-the-ground investigators to identify and take down the infringers who are hurting your business.

We curate legal teams for each designer, brand owner, retailer, and manufacturer based on their unique needs. We tailor cost-effective programs that meet your business and financial realities. We help fashion businesses with:

- Strategic guidance for international companies on implementing global brand protection programs
- Analyzing your brand's strengths, weaknesses, and potential legal problems
- Business formation and dissolution
- Licensing issues, including negotiation, termination, and litigation
- Mergers and acquisitions, financing, and investment
- Legal compliance
- High-profile trademark, trade dress, copyright, and patent litigation
- Investigation and civil and criminal prosecution of infringers and counterfeiters in the United States and abroad
- IP protection across public auction sites, business-to-business and business-to-consumer websites, and social media platforms
- Manufacturer and distribution agreements
- Gray-market and parallel goods
- Executive compensation and employee benefits
- Real estate and leasing
- Complex sourcing and technology enabled business change

### Articles

True Colors Shining Through: Update on Protection for Product Packaging and Its Impact on the Nutrition and Food Industry, Nutrition Industry Executive , 9.1.2020

Managing New Brand Opportunities in a Post-Pandemic World, New York Law Journal, August 28.2020

Fast Fashion and IP Regulation: Will Fast Fashion Kill the Golden Goose?, World Trademark Review Anti-Counterfeiting 2018: A Global Guide, 5.24.2018

Navigating Changes in the Internet Landscape and Staying Ahead of the Curve, World Trademark Review Anti-Counterfeiting 2017: A Global Guide, 5.18.2017

In Luxury Fashion, the United States Is a Pirate, New York Law Journal, 9.12.2016

Food Products: How Plain Packaging Could Make Counterfeiting Easier, World Trademark Review Anti-Counterfeiting 2016: A Global Guide, 5.10.2016

Online Brand Enforcement – A New Strategy for Protecting Luxury and Fashion Brands in the Digital Space, World Trademark Review, 2.1.2015

## Speaking Engagements

New Varieties: AI, NFTS, Technology, and Fashion, Fashion Law Institute Symposium, 4.28.2023

Forum: IP Budget Best Practices, Dennemeyer Forum, 4.20.2016

3D Printing – Legal Implications for the Jewelry Industry, 4.7.2015

Intellectual Property Night for Law Firm Media Professionals, 3.26.2015

Anti-Counterfeiting Enforcement in the United States and China: A Practitioner's Perspective, 1.19.2015

## Quoted

Fashion Companies' Legal Issues and Cases in 2021, WWD, 1.4.2021

What to Look for in ITC's Second Go at Secondary Meaning, Managing Intellectual Property, 11.20.2018

Apple v Samsung Decision Throws Spotlight on Design Patent Damages, World Trademark Review blog, 5.19.2015

Attorneys React to Supreme Court's TTAB Preclusion Ruling, Law360, 3.24.2015

Lawyers Weigh In on High Court Trademark Tacking Ruling, Law360, 1.21.2015