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# Hughes Hubbard & Reed

## DigitalHHR to Present CLE Webinar: "Fashion Extraction: Distilling Fashion Law to its Interdisciplinary Core"

### Client Advisories

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The fashion industry's continued dominance in the commercial marketplace coupled with its successful expansion into the exploitation of social media and other digital platforms has presented the industry with an ever expanding myriad of complex business and legal issues to address. For stakeholders in the space, navigating an evolving landscape of shifting laws, rules and regulations governing everything from state-specific labeling requirements for textiles to social media platform-specific terms for advertising has proven daunting, but an essential exercise for leveraging the economic opportunities available. In an industry as varied as the products and services it produces, the practice of fashion law is no less diverse—crossing and converging multiple areas of law into a cross-section of disciplines—requiring practitioners understand the core legal issues and common business arrangements that prevail today.

In this CLE-accredited webinar, the DigitalHHR team will explore the critical business and legal challenges associated with the creation, licensing, manufacturing, distribution, sale and protection of fashion, apparel and related goods and services. We will discuss the contours of licensing and distribution agreements, manufacturing, supply chain management and other labor and consumer product compliance, as well as the legal aspects of brand exploitation, advertising and promotion across old and new media platforms. We will analyze the evolving nature of intellectual property protection as it relates to fashion and apparel, and the corresponding laws, regulations and case law impacting same, including proposed legislation such as the Innovative Design Protection and Piracy Prevention Act (IDPPPA).

The webinar will be held on Thursday, November 8, 2012, from 12:30 p.m. to 1:30 p.m. EST and has been approved in accordance with the requirements of the Continuing Legal Education Board for a maximum of one credit hour (or more depending on the length of the seminar), which can be applied to the Professional Practice Requirement.

All presentation materials will be available for download.

## **Related Areas of Focus**

Media, Technology & Commercial Transactions