

## Retail in Flux

### What You Need to Know About Brexit, the Changing Legal Landscape Regarding Privacy and Data Protection, and US-UK Tools for Online IP Enforcement

09.14.2016

#### Registration

8:00 a.m. - 8:30 a.m.

#### Program

8:30 a.m. - 10:00 a.m.

#### Sheppard Mullin

30 Rockefeller Plaza

39th Floor

New York, NY 10112

Directions

#### [CLICK HERE TO REGISTER FOR THIS PROGRAM](#)

Topics covered will include:

- **Brexit Update:** An executive summary of the important issues for the fashion/retail sector, including some practical tips for contracting post-Brexit and the legal consequences for IP rights
- **US-European Data Protection and Cyber Law Update:** What you need to know regarding the changing legal landscape regarding US-European data and privacy regulation (including the GDPR and the EU-US Privacy Shield) and practical strategies which businesses need to consider
- **Online IP Enforcement Tactics Update:** New strategies and tactics in the ongoing battle against online counterfeits, including takedowns and EU site-blocking injunctions, and the latest from the EU Digital Single Market initiative

#### Presented by:

- Phil Sherrell, *Partner*, Bird & Bird
- James Mullock, *Partner*, Bird & Bird
- Laura Jehl, *Partner*, Sheppard Mullin
- Ted Max, *Partner*, Sheppard Mullin

## MCLE

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours which may be applied toward the areas of professional practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

*Questions? Contact Diana Chan via [dchan@sheppardmullin.com](mailto:dchan@sheppardmullin.com) or at 212.653.8463*

## Attorneys

Theodore C. Max

## Industries

Fashion, Apparel and Beauty