

## Sex, Drugs, Rock & Roll: 2010 Fashion Trends

### Fashion Week Event

Warwick Hotel  
02.18.2010

Please Join us for our 8th Fashion Week seminar  
**Sex, Drugs, Rock & Roll: 2010 Fashion Trends**

Thursday, February 18th, 2010  
5:30 – 6:30 p.m. cocktails & hors d'oeuvres  
6:30 – 8:00 p.m. program

Warwick Room in the Warwick Hotel  
65 West 54th Street  
New York, NY 10019

### **Sex.com and Taking Prophylactic Steps Against the Explosion of Domains:**

The instructive story and lessons of the domain name, sex.com, and how to protect your trademarks and brand names in the seamy world of easy domain name access. How to make sure your trademark does not get besmirched by someone else's fast and loose escapades and formulating a strategy for protecting your brand and domain name trademarks.

### **Cosmeceuticals – The Promise and Pitfalls of “Juicing” Your Branded Products:**

As fashion designers enter the cosmeceutical market they must be cautious about the proper labeling of their products to avoid consumer confusion that could make their product within the regulatory purview of the FDA. We will discuss the promise and pitfalls associated with cosmeceuticals including labeling, advertising, marketing and what to do when someone challenges your labeling or advertising materials.

### **Hitting the Right Notes – Music-Inspired Fashion:**

This program will discuss how to maximize the opportunities to connect your brand with current and iconic talent, how to license the rights necessary to use the music you want, and how to monetize fashion and music. The presentation will include a primer on copyright, rights of publicity and the evolving federal law related to music owners and trademark protection. All this in the context of fashion design, including advertising, marketing, runway shows and performances as well as on the Internet.

**Question:** Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or by telephone at 858-720-7403.

For information about this event please go to our blog at [www.fashionapparellawblog.com](http://www.fashionapparellawblog.com).

*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 Skills requirement, and is suitable for both transitional and non-transitional attorneys.*