

Crimes of Fashion: Counterfeiting and Infringement in the Virtual World

Sheppard, Mullin, Richter & Hampton LLP, New York Office
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Please join us for our upcoming *Fashion Week Seminar* on February 12, 2008 5:30 – 8:00 p.m.

Our *Seminars* are informal networking events where you can "meet and greet" your peers in the industry followed by a short "hot topic" presentation by various industry experts.

Location:

Sheppard Mullin Richter & Hampton LLP, 30 Rockefeller Plaza, Suite 2400 New York, New York 10012

Agenda:

5:30 p.m. – 6:30 p.m. Networking, Networking, Networking – Hors d'oeuvres and drinks.

6:30 p.m. – 8:00 p.m. Crimes of Fashion: Counterfeiting and Infringement in the Virtual World

We are living in a virtual world. Cyberspace is increasingly being used by those who want to create a "Second Life" or trade upon illusion by selling counterfeit or infringing goods. Counterfeiting costs the global economy more than \$100 billion every year. "Second Life" is reported to support an economy of over \$2 million U.S. in counterfeits per day and \$1.3 million U.S. in total goods paid in Linden dollars per day. The Internet provides a faceless marketplace and many hidden alleys for trademark and copyright counterfeiters and infringers. As the urgent problems of online fraud, piracy, counterfeiting, infringement and brand abuse proliferate, brand owners need to be prepared to stop infringers and counterfeiters with more than just "cease and desist" letters. This seminar will discuss the global issues involved in protecting rights on the Internet.

Speakers:

Our speakers for this event are three experts in the field:

LEN GLICKMAN
Cassels Brock

STEPHEN SIDKIN
Fox Williams

TED MAX
Sheppard Mullin

Please contact us for more information:

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Industries

Fashion, Apparel and Beauty