

## Retail Law Conference 2020

### Retail Industry Leaders Association

October 20-22, 2020

#### Sheppard Mullin Participants:

Lisa Martens and Robert Masters, "Combating Counterfeits"

Samantha Grant, "Retail Roundtable: Strategies for Mitigating Bias and Enhancing Diversity in Legal"

#### About:

RILA and the Retail Litigation Center are excited to present the Retail Law Conference, a compelling digital experience to be held October 20–22, 2020 (noon to 5:30 p.m. ET each day). It's the same great conference, with the same retail-specific legal education, delivered safely to your home or office, without the hassle or expense of travel. And you don't even have to wear a mask!

The Retail Law Conference attracts general counsel and other top in-house attorneys from the leading U.S. retailers. You will be able to connect with senior-most retail corporate counsel, as well as elite outside counsel, and find insightful ideas to enhance the goals of leading retail legal departments.

[Click here for more information and registration.](#)

## Combating Counterfeits

#### When:

October 20

3:30 p.m. – 4:20 p.m.

#### About:

Learn about protecting your company's brands and combating counterfeits through enforcement actions. Hear from a panel of experts as they discuss cease and desist letters, litigation in district courts and before the U.S. International Trade Commission, Customs and Border Protection enforcement, and working with online marketplace platforms such as Amazon and eBay. We will also discuss risks related to counterfeiting—including loss of revenue, servicing customer requests from faulty counterfeits, and damage to reputation, and recommend best practices to protect brands against counterfeiting.

#### Speakers:

- Roy Diaz, Associate Vice President & Patent Attorney, L'Oreal USA, Inc.
- Shannon King, Director & Associate General Counsel, Intellectual Property, Williams-Sonoma, Inc.

- Lisa Martens, Partner, Sheppard, Mullin, Richter & Hampton LLP
- Robert Masters, Partner, Sheppard, Mullin, Richter & Hampton LLP

## Retail Roundtable: Strategies for Mitigating Bias and Enhancing Diversity in Legal

### When:

October 21

1:30 p.m. – 2:20 p.m.

### About:

Mitigating bias and enhancing diversity in the legal profession have long been goals of many corporate legal departments and their outside counsel partners; but true change has been difficult to achieve. Build off of the day's opening keynote and discuss what you learned from the session and the ideas that you have in a small group of your peers.

Retail Roundtables are your chance to explore this challenging issue with your colleagues across the retail industry. Roundtables will be conducted under the Chatham House Rule, co-moderated by leading corporate and outside counsel (**see below**), and limited to 15 in-house counsel to facilitate a meaningful conversation on this important topic.

### Speakers:

- Samantha Grant, Partner, Sheppard, Mullin, Richter & Hampton LLP
- Beth Henke, Deputy General Counsel & Chief Compliance Officer, American Eagle Outfitters, Inc.

## Attorneys

Samantha C. Grant

Lisa M. Martens

Robert M. Masters

## Practice Areas

Intellectual Property

## Industries

Retail, Fashion & Beauty