

## Fashion Week Fall 2011

### **Fashion In Flux: Making Sense of Recent Developments on the Cutting Edge of Fashion**

The Penn Club of New York

09.14.2011

**5:30 – 6:30 p.m.** (Cocktails and Hors d'oeuvres)

**6:30 – 8:00 p.m.** (Program)

#### **The Penn Club of New York**

30 West 44th Street

New York, NY 10036

### **Pursuing the Interest of Novelty By Modifying the Colors of Imagination: After Louboutin, Can Color Be Protected in the Fashion Industry?**

Protection of color as a trademark is at issue in this most recent decision case. This program will provide an analysis of the Louboutin case and give insight into the decision itself and how it may affect the fashion industry in the future.

### **GTLDs Gone Wild: What Does This Mean for Your Brand?**

No longer confined within the limits of dot 'com', there are opportunities for fashion companies to apply and operate new top level gTLDs. It is a benefit or boondoggle? Whether you are a large or small brand the new gTLDs will have an impact on how you market to consumers and this program will provide practical information to help you navigate the new process in advance of the January 12, 2012 opening date.

### **The Innovative Design Protection and Piracy Prevention Act - A Friend or Faux to Fashion and Creativity?**

If IDPPA becomes law, fashion designers will be afforded a new level of protection with no registration requirement. This program will cover the bill's provisions and how it might can both help and hinder fashion.\

Questions? Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or (858) 720-7403.

#### **MCLE Credit**

*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.*

*Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.*

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