

## Avoiding Fashion Faux Pas

### **What You Need to Know to Survive in the 2012 Global Marketplace**

The Penn Club of New York

09.12.2012

#### **Cocktails and Hors d'oeuvres**

5:30 – 6:30 p.m.

#### **Program**

6:30 – 8:00 p.m.

#### **Where**

The Penn Club of New York

30 West 44th Street

New York, NY 10036

### **Tapping the Growth Market in China: Challenges and Opportunities for the Fashion Industry**

The panel will discuss how fashion industry players have been successful in capturing the opportunities in China, and the legal, business, and political trends and outlook impacting the industry sector in China. The program will provide practical suggestions on how to access and expand in the China market including a review of successful market entry strategies, a discussion on the strategies to protect intellectual property and brands, and a discussion of risk factors that frequently burden foreign investors in China such as corruption and business ethics.

### **Protecting Consumer Privacy in the Digital Age: What Fashion Companies Need to Know**

The fashion industry may be hit hard by privacy issues related to use of data or images in advertising or other promotional activities, including Facebook Sponsored Stories, the Video Privacy Protection Act, and general standing to bring a consumer privacy claim. This program will cover recent developments and how to avoid litigation relating to consumer promotional deals. Specifically we will discuss what agreeing to work within Facebook's API means for your ability to use the data from that deal with other ad networks.

### **Hot Topics: What You Need to Know to Avoid Fashion Jeopardy?**

Every day a fashion professional is faced with a variety of issues and problems, which can often present a legal minefield. This panel of Sheppard Mullin attorneys will provide not only quick answers to a number of cutting edge questions in the fashion industry but will also give you the proper questions to ask to successfully avoid Fashion Jeopardy.

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

## **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 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.