



In Fashion: 2017 Kelley Drye Fashion & Retail Law Summit

Kelley Drye Fashion & Retail Law Summit

Firm Event

January 19, 2017 from 8:30 am to 5:00 pm (EST)

New York

Stewart Hotel

(Formerly Affinia)

371 7th Avenue (at 31st Street)

New York, NY

Next season's collection can hit a snag with legal or regulatory concerns at any point-from supply chain to retail shelf. Please join Kelley Drye attorneys and executives from some of the world's top fashion and retail companies as we explore challenges unique to the industry and the best practices to address them.

This complimentary one-day seminar will feature sessions on advertising, customs and trade, employment, intellectual property, government relations, litigation, privacy and wearable technologies.

Please join us on Thursday, January 19, 2017. If you or a colleague who would be interested in receiving an invitation, please contact infashion@kelleydrye.com.

Keynote Speaker:

Richard A. Johnson

Chairman, Chief Executive Officer and President
Foot Locker, Inc.

Agenda Highlights:

Advertising Lightning Round: Mix-And-Match

Christie Thompson, chair of the Advertising and Marketing and Consumer Product Safety practice groups, and Advertising Law partner **Gonzalo Mon** will provide a fast-paced update on some of the most significant developments that companies should work into rotation, including labeling and advertising textiles, native advertising, the use of celebrity endorsers and social influencers, product safety, and other hot topics.

Importing Hot Topics: Stitching Together Expectations for Customs Enforcement

International trade partner **Laurence Lasoff** and **Mitchel Landau**, assistant director of the **U.S. Customs & Border Protection Center of Excellence & Expertise for Apparel, Footwear, & Textiles**, will discuss the potential for enhanced Customs enforcement under the Trump administration; maintaining a robust due diligence process over your supply chain; and coordinating

with Customs “partner government agencies” including CPSC and FWS.

C'est Chic: Privacy and Data Security Trends in the U.S. and Across the Pond

Dana Rosenfeld, Chair of Kelley Drye's Privacy and Information Security practice group, and partner **Alysa Hutnik** will highlight key privacy and information security enforcement, litigation, and innovation developments over the past year, and discuss what retailer privacy and security trends are likely to make a splash on both sides of the pond in 2017.

We've Got Designs, Yes We Do! We've Got Designs, How 'Bout You?: A Discussion Regarding IP Protections for Fashion Designs

Nicole Marra, general counsel of **Gucci America, Inc.**, will moderate a panel of IP experts regarding IP protections for fashion products in the U.S. and abroad, including the potential implications of the pending U.S. Supreme Court *Star Athletica v. Varsity Brand* case, which involves the protectable design aspects for cheerleading uniforms under the U.S. Copyright Act. Panelists will include **Andrea Calvaruso**, chair of the Trademark and Copyright practice, **Michael Zinna**, partner in the Patent Practice, and **Rachael Barber**, partner of the UK law firm **Pennington Manches**.

If Looks Could Kill: Strategies to Knock Out a Consumer Class Action

So you've been hit with a class action – now what? The session will provide a model for terminating class actions at their earliest stages and share tricks of the trade.

The View From Capitol Hill: What to Expect from the Newly Elected Congress and the First Year of the Trump Administration

Kelley Drye government relations co-chair **Paul Rosenthal** is joined by **Charles Miller**, group vice president of government and public affairs for **Macy's Inc.**, for a look ahead to the key policy issues facing the President and the 115th Congress – including international trade, privacy and data security, taxes, immigration and energy.

Understanding the Pattern: Assessing and Mitigating FCPA Risk in an Increasingly Global Industry

In recent years, the U.S. government has aggressively enforced the Foreign Corrupt Practices Act against individuals and companies in a variety of industries, including the fashion and retail sector. Industry executives must understand the increasingly broad behavioral and jurisdictional tripwires that put companies at risk for crippling FCPA investigations and penalties. International Trade partner **Eric McClafferty** will discuss key anti-bribery concepts and offer suggestions on compliance practices that help companies mitigate risk and meet regulatory expectations without being overly aggressive and costly.

On Trend: Trump Tweets, Troublesome Tech and Trolls

Cecelia Prewett, senior vice president, **SKDKnickerbocker**, and partner **Kristi Wolff** will examine the evolving power of social media and a regulatory milestone for wearable technology.

Managing Your Millennials: How to Harness the Gig Economy

The “gig economy” – independent contractors doing short-term work – has seen remarkable growth in recent years. But are retailers ready for increased scrutiny from the EEOC? Employment partners **Barbara Hoey** and **Mark Konkell** and **Jonathan Shiffman**, associate general counsel, litigation and employment law at **Ralph Lauren Corporation** will discuss how businesses can structure their employment policies to take advantage of a gig workforce.

Guests Speakers and Moderators:

Rachael Barber

Partner
Pennington Manches LLP

Mitchel Landau

Assistant Director of the Center of Excellence & Expertise for Apparel, Footwear & Textiles
U.S. Customs & Border Protection

Nicole Marra

General Counsel and Secretary
Gucci America, Inc.

Charles Miller

Group Vice President of Government and Public Affairs
Macy's Inc.

Cecelia Prewett

Senior Vice President
SKDKnickerbocker

Jonathan Shiffman

Associate General Counsel, Litigation and Employment Law
Ralph Lauren Corporation

Related Services

Communications
Fashion and Retail
Customs
Foreign Corrupt Practices Act (FCPA)
International Trade
Employment Litigation
Litigation
Trademark and Copyright Litigation
Advertising and Marketing
Government Relations and Public Policy
Labor and Employment Counseling and Compliance
Employment and Employee Benefits