

# IN FASHION: Kelley Drye's 4th Annual Fashion and Retail Law Summit

Firm Event

January 18, 2018 from 8:30 am to 5:00 pm (EST)

New York

W New York  
541 Lexington Ave  
(at 50th Street)

**On January 18, 2018, Kelley Drye will host the fourth annual IN FASHION: Fashion and Retail Law Summit for executives and in-house counsel. Kelley Drye lawyers and thought leaders from some of the world's top fashion and retail companies will convene for a full day of presentations on hot button issues that impact the business.**

This complimentary event is by invitation only. This year's seminars will feature sessions on advertising, customs and trade, employment, intellectual property, government relations, litigation, privacy and data protection, virtual and augmented reality and ethics. If you or a colleague are interested in receiving an invitation, please contact [infashion@kelleydrye.com](mailto:infashion@kelleydrye.com).

## KEYNOTE SPEAKER



**Bobbi Brown**

Makeup Artist, Author, Entrepreneur and  
Founder of Bobbi Brown Cosmetics and Beauty Evolution

## AGENDA HIGHLIGHTS

- **Avoiding A Wardrobe Malfunction: Hot Topics Marketers Didn't Know They Need to Know**

With increasing class action activity and regulatory enforcement involving lesser known state and federal consumer protection laws, marketers must understand what could trip up even the best planned marketing campaign. Advertising partner [Christie Grymes Thompson](#) will discuss a number of need-to-know issues – including prohibitions against the sale of kangaroo leather; distinguishing between regular cotton, pima cotton, and Egyptian cotton; and Made in USA advertising claims – to help you see the issues before they can't be unseen.

- **One Size Does Not Fit All: Working with Influencers and Celebrities**

Marketing with influencers and celebrities is a hot trend in the fashion world, but it's a trend that isn't easy for everyone to pull off. Not only do companies need to worry about complying

with the law, they need to worry about whether the talent will do anything to harm their brands. Although there isn't a one-size-fits-all solution to these issues, **Alexandra Simmerson**, corporate counsel at Michael Kors, will join Kelley Drye Advertising partner [Gonzalo Mon](#) to discuss key legal requirements and provide practical tips for your campaigns.

- **On Trend: Hot Topics in IP Law This Season**

IP is an invaluable asset, particularly for companies in the fashion and retail industry. **Anna Dalla Val**, vice president, intellectual property counsel at Ralph Lauren Corporation, will join Kelley Drye IP partners [Andrea Calvaruso](#) and [Michael Zinna](#), for an informative discussion about a variety of "hot topics" in patent, trademark and copyright law that will help you enforce and protect your company's rights. Subjects include: Best practices for dealing with parasite brands in China; The aftermath of the U.S. Supreme Court's venue decision in *TC Heartland*; and Tips for evaluating "parody" claims in trademark enforcement.

- **Work It: Employment Law and Compliance Changes Coming Down the Runway**

For three consecutive years, total EEOC charges have gone up, and employers can expect more activity and changes in the legal and compliance landscape. Employment partner [Mark Konkell](#) will discuss the hottest trends at work in the fashion and retail industries, including salary ban laws, sexual harassment claims, working with underage talent, independent contractor litigation, employee data security and more.

- **Managing Legal Fees: Best Practices for In-House Counsel in the Ethics, Management and Recovery of Legal Fees**

Executives and general counsel in the fashion and retail industries face increasing legal fees, litigation costs, and pressure to control the legal spend. Environmental partner [Bill Jackson](#) and **Steven Tasher**, one of the nation's leading experts on legal fee matters and CEO of Wyatt Partners, will discuss industry trends and identify how clients can ethically and efficiently manage these fees and expenses under the Rules of Professional Conduct.

- **How Does It Look?: Perks and Pitfalls of Virtual and Augmented Reality**

The potential of virtual and augmented reality to market and sell products and services is virtually unlimited. Can I use an avatar that looks like a celebrity in my experience? Can people use virtual money to buy virtual Nike sneakers, or Gucci handbags in a virtual world? Where do I draw the line between commercial use and protected free speech? Does the experience convey misleading performance benefit claims about the product? The session will discuss important trends and legal updates that can be helpful as you navigate this new reality.

- **A New Look: Adding GDPR to your Data Protection Wardrobe**

The European Union's General Data Protection Regulation (GDPR), the most sweeping change to the data protection landscape in the past 20 years, becomes effective in May 2018. Every organization that does business in the EU or with EU citizens is impacted and penalties for violations will be steep. Data Privacy partners [Dana Rosenfeld](#) and [Alysa Hutnik](#) and CompliancePoint's **Greg Sparrow** will provide practical guidance on compliance, and answer questions on GDPR implementation.

- **Trade Under Trump: Challenges and Opportunities Facing the Apparel and Retail Industries**

In the first year of the Trump presidency, the apparel and retail industry has had its fair share of international trade issues influencing day-to-day operations. International Trade partner [Paul Rosenthal](#) will be joined by **Jeff Chester**, senior director of global logistics and transportation

for Spanx, to discuss how retail and apparel companies can navigate current trade issues and plan for the future. Topics will include NAFTA renegotiation; bilateral versus multilateral trade agreements; Trump's 'get-tough' approach to China; and Customs enforcement and supply chain issues.

- **The View from Capitol Hill: Top Legislative Priorities Affecting the Fashion and Retail Industry in 2018**

One year into the Trump presidency and the 115th Congress, Kelley Drye government relations co-chairs [Paul Rosenthal](#) and [Dana Wood](#) will be joined by Macy's Inc. group vice president of government and public affairs, **Charles Miller**, to discuss the President's evolving agenda and what issues may dominate the news cycle – and affect the retail industry – in 2018. The presenters will review tax reform, the budget/appropriations processes, and legislative priorities, including infrastructure reform and data security. They will also analyze the upcoming 2018 House and Senate races.

- **Before The Ballot Box: Complying with Ethics, Lobbying, and Campaign Finance Laws Heading Into the 2018 Elections**

With control of Congress at stake in the 2018 midterm elections, both parties are expected to break fundraising records. The PACs, donors, lobbyists, and Super PACs fueling these campaigns will face unprecedented scrutiny. Without taking due care, they are at risk of violating campaign finance, lobbying disclosure, or ethics laws. Campaign Finance and Political Law counsels [Dustin Painter](#) and [Jeff Hunter](#) will review the must-follow rules for participating in the political process to mitigate scrutiny and public scandal. This session is eligible for .5 ethics credits.

## **GUESTS SPEAKERS AND MODERATORS**

### **Jeff Chester**

Senior Director of Global Logistics and Transportation  
Spanx

### **Anna Dalla Val**

Vice President, Intellectual Property Counsel  
Ralph Lauren

### **Charles Miller**

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

### **Alexandra Simmerson**

Director, Corporate Counsel  
Michael Kors

### **Greg Sparrow**

Vice President and General Manager, ISC  
CompliancePoint

### **Steven Tasher**

CEO  
Wyatt Partners, LLC

## **CLE Information**

Kelley Drye is an accredited provider of NY, CA, IL and TX CLE. This program has been approved in NY for 4.0 general and 1.0 ethics credit. In CA, IL and TX, this program has been approved for 3.5 general and 1.0 ethics credit. In accordance with the requirements of the New York State CLE Board, this non-transitional CLE program is not approved for newly-admitted attorneys within the first two years of admission to the Bar. We will apply for CLE credit in other jurisdictions, upon request, but cannot guarantee approval. If you are interested in applying to receive CLE credit, please include your desired jurisdiction and your bar registration number when you register.

## **Related Services**

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International Trade  
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Employment and Employee Benefits  
Privacy and Information Security