



Fashion Law: A Guide for Designers, Fashion Executives, and Attorneys

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In today's highly competitive global market, fashion designers, entrepreneurs and executives need state, federal, and international laws to protect their intellectual property—their brands and the products by which their customers recognize them. *Fashion Law* provides a concise and practical guide to the full range of legal issues faced by a fashion company as it grows from infancy to international stature. Updated to reflect recent legal decisions and regulatory developments, this revised edition covers such vital issues as intellectual property protection and litigation, licensing, anti-counterfeiting, start-ups and finance, commercial transactions, retail property leasing, employment regulations, advertising and marketing, celebrity endorsements, international trade. Features of the text help to make legal concepts accessible to the lay reader. More than 25 leading attorneys practicing in the emerging legal specialty of fashion law contributed the chapters for this authoritative text, and their expertise provides a foundation for fashion professionals and their legal advisors to work together effectively. New to this Edition~Expanded section on Intellectual Property protection, including an all new Chapter 6 on Litigation~All new Chapter 10 on Fashion Finance Features~*Box Features* provide real-life examples that demonstrate the role that law plays in the fashion business, including landmark court cases and current events~*Practice Tips* discuss legal issues that should be considered as fashion designers and executives establish procedures for conducting their business~*Sample Clauses* familiarize readers with the legal language that covers the rights and responsibilities of the parties to agreements. Instructor's Guide and PowerPoint presentations available.

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Editorial Review

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