

The Do's and Don'ts of Celebrity Endorsements, Social Networking, iPhone Shopping, and Product Safety

Fashion Week Seminar

Sheppard Mullin's New York Office
09.17.2009

Please Join us for our Upcoming Fashion Week Seminar
on September 17, 2009, 5:30 – 8:00 p.m.

Sheppard, Mullin, Richter & Hampton LLP
30 Rockefeller Plaza, Suite 2900, New York, New York 10012

The Do's and Don'ts of Celebrity Endorsements, Social Networking, iPhone Shopping, and Product Safety

5:30 - 6:00 p.m. Networking, Hors d'oeuvres, and Cocktails

6:00 - 6:25 p.m. Dollars and Scents – Celebrity Endorsements of Beauty Products and Fragrances.
- What you need to know when dealing with celebrities for the endorsement of your brand.

6:25 - 6:50 p.m. Fair Use or Misuse? – Copyright and Trademark Issues on Facebook, MySpace, Twitter, YouTube.
- How to prevent and protect your brand from infringement or dilution on social networking sites.

6:50 - 7:15 p.m. iPhone Shop Until I Drop – Apps That Let Your Fingers Do the Shopping.
- What these apps might mean for you as an e-retailer.

7:15 - 7:40 p.m. Do You Fear Phthalates? – What You Need to Know about the Consumer Product Safety Improvement Act ("CPSI").
- How does the CPSI apply to the fashion industry and what you need to know and do to comply.

7:40 - 8:00 p.m. Questions & Answers

8:00 - 9:00 p.m. Networking

For information about our upcoming Confab-ulous Confabs, please go to our blog at www.fashionapparellawblog.com

This course or 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.

Questions: Contact Amy Romaker at aromaker@sheppardmullin.com or by telephone at (858) 720-7403.