

Fashion & Apparel Confabs

Sheppard Mullin Richter & Hampton LLP, New York Office
11.13.2007

Please join us for our upcoming *Fashion & Apparel Confab-ulous* Networking Event on November 13, 2007 5:30 – 7:30 p.m.

Our *Confabs* are informal networking events where you can "meet and greet" your peers in the industry followed by a short "hot topic" presentation by various industry experts.

Location:

Sheppard Mullin Richter & Hampton LLP, 30 Rockefeller Plaza, Suite 2400 New York, New York 10012

Agenda:

5:30 p.m. – 6:30 p.m. Networking, Networking, Networking - Hors d'oeuvres and drinks

6:30 p.m. – 7:00 p.m. Hot Topic: Licensing – As economies continue to become more global and brand extension and expansion are fostered through the media, businesses seek to maximize their market penetration through licensing. This presentation will discuss licensing, the reasons why licensing works, the importance of structure and chemistry, the basics of a licensing agreement, and what to consider when negotiating licensing agreements.

Next Confab – January 8, 2008