

2012 Fashion Week Event

Fashion Forward: Cosmetic Ad Chaos, Californication, and Battling Celebrity Zombies

New York Office

02.15.2012

Please join Sheppard Mullin for Fashion Forward: Cosmetic Ad Chaos, Californication, and Battling Celebrity Zombies

Wednesday, February 15, 2012

5:30 – 6:30 *Cocktails and Hors d'oeuvres*

6:30 – 8:00 *Program*

Sheppard, Mullin, Richter & Hampton LLP

30 Rockefeller Plaza, 39th Floor

New York, NY 10112

“About Face” – Cosmetic Ads, the Death of Photoshop, the New EU Directive and Cosmetic Regulations

An important update about changes are taking place with cosmetics advertising in the U.S. and Europe.

“Californication” – What You Need To Know About Doing Business in California, But Were Afraid to Ask

Song-Beverly, Prop 65, Anti-fur, Anti-slavery and more.

“Die Young, Stay Pretty” – Dealing with Dead Celebrities Beyond the Grave

The licensing of the rights of dead celebrities is complicated. What you need to know about rights of publicity and persona to make sure you do not get attacked by a celebrity back from the dead

For information about this event please go to our blog at www.fashionapparellawblog.com

MCLE

This 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 which may be applied toward the Skills requirement, and is suitable for both transitional and non-transitional attorneys.