

Events

Legal Considerations for Brands Expanding Their Go-To-Market Strategy

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Today's branded manufacturers are beginning to look at expanding sales channels beyond their historic approach. Traditional brick-and-mortar brands are recognizing the opportunities presented by D2C websites, and successful digital native brands are beginning to explore the possibility of expansion to brick-and-mortar distribution. In either scenario, many brands are, for the first time, facing the legal implications and demands inherent in their new strategies. Risks can be hidden around seemingly every corner – from terms and conditions and ADA compliance, to distribution considerations, employment and privacy pitfalls. In this webinar, we'll explore what legal teams and brand managers should consider when expanding into a new sales channel – whether online D2C or brick-and-mortar.

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