



In the rapidly changing fashion, retail and consumer branded products industries, leading companies seek attorneys who understand their business dynamics from every angle. Duane Morris attorneys, through their specific knowledge and broad experience, skillfully guide clients through the complexities of a brand or product's life cycle and beyond.

SERVICES PROVIDED

- ▶ Antitrust
- ▶ Business Reorganization and Financial Restructuring
- ▶ Consumer Protection Laws
- ▶ Corporate
- ▶ Cybersecurity, Privacy and Data Protection
- ▶ Distribution and Licensing
- ▶ Financing
- ▶ Intellectual Property
- ▶ Labor and Employment
- ▶ Litigation
- ▶ Mergers & Acquisitions
- ▶ Patents
- ▶ Private Equity
- ▶ Products Liability
- ▶ Real Estate
- ▶ Regulatory Compliance
- ▶ Tax
- ▶ Trade Secrets
- ▶ Trademark Portfolio Management

REPRESENTATIVE CLIENTS

- ▶ Asta Diamonds
- ▶ Bally
- ▶ Bella Oceani
- ▶ Blanqi
- ▶ Dee Ocleppo
- ▶ Endeavor Fitness
- ▶ Fashy (Far East) Production
- ▶ Foot Locker
- ▶ Helen Jon
- ▶ Hermès
- ▶ JMK Consumer
- ▶ Lagos
- ▶ The Motherchic
- ▶ Naked Brand Group
- ▶ Nic+Zoe
- ▶ Parker Clay
- ▶ Porta Bella Group
- ▶ Refac Optical Group
- ▶ Rent the Runway
- ▶ Rossi & Rei
- ▶ Scales Gear
- ▶ St. Louis Apparel Manufacturing
- ▶ Vidalia Industrial Facilities LLC
- ▶ Warby Parker

EXAMPLES OF OUR WORK

- ▶ Represented **NAKED BRAND GROUP INC.** in several transactions in connection with its growth, including with pricing and closing of its underwritten public offering and NASDAQ listing in 2015 and a previous tender offer and endorsement agreement with retired NBA star Dwyane Wade.
- ▶ Represented fine jeweler **LAGOS** in a case alleging trade dress, copyright and infringement of its "Caviar" trademark by David Yurman.
- ▶ Represented **RENT THE RUNWAY** with numerous immigration matters.
- ▶ Represented **JONESTRADING INSTITUTIONAL SERVICES LLC**, acting as sales agent in a \$150 million at the market equity offering of common stock for Overstock.com, Inc. (NASDAQ: OSTK), the online retailer and advancer of blockchain technology.
- ▶ Represented **K&M ASSOCIATES**, a leader in U.S. fashion accessories, in the acquisition of 100 percent of the stock of MJM Jewelry Corp., dba Berry Jewelry.
- ▶ Represented **ENDEAVOR FITNESS** with a variety of legal matters, including agreements and trademark review.
- ▶ Represented **CHARGEURS FASHION TECHNOLOGIES**, one of the world's top apparel interlinings manufacturers, in its acquisition of Precision Custom Coatings' interlinings business, an \$80 million revenue business based in the U.S. and Asia.
- ▶ Represented **KEYBANK NATIONAL ASSOCIATION** as creditor in the major Chapter 7 liquidation of Calypso St. Barth, an upscale clothing retailer.
- ▶ Represented **BLANQI**, high-performance supportwear, in a patent infringement case.
- ▶ Represented **FASHIONCRAFT-EXCELLO, INC.** in connection with trademark infringement enforcement involving designer eyewear.
- ▶ *Noble Gift Packaging, Inc. v. Ovadia Corp. and Joseph Ovadia.* Represented **NOBLE** in an action for a declaratory judgment of noninfringement of patents involving magnetic-closure jewelry storage products.
- ▶ Represented **BRODER BROS**, an apparel and accessories distributor, with employment counseling and litigation.
- ▶ Represented **H.M.S. PRODUCTIONS**, a designer, manufacturer and distributor of women's knit and woven garments worldwide, in cases for alleged underpayment of wages and defending claim by former employee of misclassification.

- ▶ Represented a prepetition agent for prepetition secured lenders in the Delaware Chapter 11 cases of **CHARMING CHARLIE HOLDINGS** and its affiliates.
- ▶ Represented lifestyle and fashion blog **THE MOTHERCHIC** with trademark advice.
- ▶ Advised cold-weather clothing manufacturer with respect to defamatory statements about animal welfare contained in shareholder proposal advanced by animal activist organization.
- ▶ Advised luxury outerwear manufacturer about animal activist defamation and tortious conduct, including attacks on retail outlets, supply chains and sustainability.
- ▶ Provided privacy and security counsel to several high-end fashion brands.
- ▶ Represented an insurer as creditor against a clothing and accessory retailer that filed for bankruptcy, as well as against purchasers of the retailer's assets, ultimately obtaining an assumption agreement in which purchaser took over the coverage.
- ▶ Represented an insurer in bankruptcy of retail chain of specialty children's clothing stores and negotiated deal in which debtors assumed all obligations owed to the insurer under the historic policies and the debtor was able to emerge from bankruptcy within two months.
- ▶ Represented a global outdoor apparel company in the negotiations of a number of shopping mall leases in New Hampshire and New York.
- ▶ Obtained successful resolution of complex commercial dispute on behalf of a Danish women's apparel manufacturer in connection with corporate dissolution proceedings involving a U.S. distributor affiliate.
- ▶ Advised an Italian luxury fashion house in connection with proposed changes to its commission/sales incentive plan for sales associates and department managers; review of a franchising agreement; review of a loan agreement; and other corporate matters.
- ▶ Represented an American multinational luxury retailer in connection with licensing, labor law, customs and tax issues to establish a 100 percent foreign-owned retail business in Vietnam.
- ▶ Represented a Swiss luxury watch and jewelry maker in connection with corporate matters, including employment law advice, review of data protection policy, review of franchise agreement and other guidance.
- ▶ Represented an American accessories designer and manufacturer in connection with its acquisition of a start-up, followed by the establishment of the designer's presence in Vietnam.
- ▶ Represented an international fashion retailer in connection with the review of shop lease agreement, as well as advised the firm on the potential termination of one of its joint venture company.
- ▶ Assisted a U.S. apparel maker to launch nationwide anti-counterfeiting raids of more than 70 factories and retail outlets in Taiwan, resulting in criminal prosecutions and destruction of counterfeits.
- ▶ Worked with vendors for fashion shows in liability waivers and design agreements.

SETTING THE TREND

Our attorneys are proud to support organizations committed to propelling the next generation of fashion designers and innovative products, including:

- ▶ [Design Industries Foundation Fighting AIDS](#)
- ▶ [Dress for Success, Southern Nevada](#)
- ▶ [Las Vegas Fashion Council](#)

INSIGHTS FROM OUR PROFESSIONALS

Our attorneys are regularly quoted in media outlets such as *Business Insider*, *Bloomberg Law* and *Observer*, write articles and alerts on the legal implications of trends, and present at various industry events and conferences.

GLOBAL NETWORK

Clients benefit from Duane Morris' global network of resources. We represent clients based in, or with a presence in, many countries and regions, including Europe, France, Hong Kong, Vietnam, Italy and the UK.

Fashion, Retail and Consumer Branded Products Blog

Duane Morris attorneys share insights on the legal landscape and business dynamics of the rapidly changing fashion, retail and consumer branded products industries.

blogs.duanemorris.com/fashionretailbrandedconsumergoods

FOR MORE INFORMATION, PLEASE CONTACT:



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