

## Fashion & Beauty

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A brand, a design, a print, a unique textile – all cornerstones of the apparel and fashion world. Protecting this intellectual property is a key element in maintaining its competitive advantage. Our team of attorneys work side by side to help clients create, protect and maximize the commercial opportunities for their works. Best & Flanagan's Intellectual Property attorneys make available specialized resources to its clients in the textile, apparel, jewelry and beauty industries, from pop-up shops, to haute couture designers, to international textile manufacturers. The products produced by our clients can be seen on fashion runways across the globe, in film and television, in local stores and online.

Our Fashion & Beauty Group attorneys possess in-depth understanding of the day-to-day challenges faced by companies in the textile and apparel industry. Many have practiced in this area for decades. This experience includes extensive knowledge of every aspect of the apparel industry, including design, textile engineering, garment manufacturing, importing, factoring and financing, licensing, wholesale distribution and retailing. The firm delivers top quality legal counsel and an ability to handle matters in every aspect of the marketplace to quickly and efficiently achieve results.

Best & Flanagan's attorneys have a practical understanding of the uniqueness of these industries, the entrepreneurs that define the fast pace and the vast marketplace where these products are sold. We provide clients with a wide range of hands-on expertise in every phase of business lifecycle. Our lawyers regularly participate in industry events such as MAGIC, one of the largest clothing and accessory tradeshow, as well as specialized events in Los Angeles' Fashion District and New York.

### Experience

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Our experience includes:

- › Advertising and promotion
- › Business formation and structuring
- › Business transactions
- › Commercial and business litigation
- › Contract negotiations
- › Corporate finance and secured transactions
- › e-commerce protection
- › Employment and independent sales representation agreements
- › Factoring and financing
- › Financial planning and restructuring
- › Joint ventures and other strategic business relations, transactions and alliances
- › Labeling requirements
- › Labor and employment
- › Leasing of manufacturing facilities, warehouse, showroom and retail facilities

- › Licensing and franchising
- › Litigation and dispute resolutions
- › Mergers, acquisitions and other business combinations
- › Real estate acquisitions
- › Stock and equity transactions
- › Taxation matters
- › Technology protection
- › Trademark, copyright and other forms of intellectual property
- › Unfair competition claims and defense

## **Related Practices**

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Intellectual Property

## **Related Professionals**

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- › David Schelzel, Attorney
- › David Zubke, Attorney