

Fashion Law 2018 CLE

Wednesday, April 25, 2018 | 5:00 p.m. – 8:30 p.m.

Dorsey & Whitney LLP | NYC Office
51 West 52nd Street
New York, NY 10019

2.0 MCLE Credits in Professional Practice

EASL Section Members \$35

NYSBA Members \$75

Non-Members \$150

www.nysba.org/FashionLawCLE2018

Agenda

5:00 - 5:30	Cocktails/Networking
5:30 - 5:40	Introductory Remarks/Introduction of moderator/panelists
5:40 - 6:30	Social Media Influencers Panel
6:30 - 6:40	Q&A
6:40 - 6:50	Break/2nd Panel Set-up
6:50 - 7:40	Sexual Harassment Panel
7:40 - 7:50	Q&A
7:50 - 8:30	Stylist Presentation/Cocktails

Entertainment, Arts and Sports Law Section Chair:
Barry Skidelsky, Esq. | New York City

Committee and Program Chairs:
Kristin Gabrielle Garris, Esq., Tannenbaum Helpen Syracuse Hirschtritt LLP
Erika Maurice, Esq., ALM Media, LLC
Lisa Marie Willis, Esq., Kilpatrick Townsend & Stockton LLP

Panel I - Social Media Influencers

Social media influencer marketing has become an integral component of many fashion brands' overall marketing strategy. While the power of influencer marketing is undeniable, brands must still be mindful of the potential legal and PR pitfalls involved with using influencers. How can brands and influencers create authentic and effective content while complying with applicable laws and regulations and maintaining consumer trust?

NYSBA's Fashion Law Committee invites you to attend its annual panel for a lively discussion with industry attorneys and influencers as they discuss a range of topics surrounding influencer marketing, including best practices, FTC regulations and enforcement, contract negotiations and recent cases.

Moderator: Sarah Robertson, Esq., Partner, Dorsey & Whitney LLP

Panelists:

Paula Barnes, Esq., Senior Counsel, Macy's, Inc.

Jamie Lieberman, Esq., Partner, Hashtag Legal

Julie Zerbo, Esq., Attorney and Founder/Editor-in-Chief, The Fashion Law

LeAura Luciano, Esq., Content Creator & Social Media Expert

AJ Cartas, Social Media Influencer/CEO & Co-Founder, RaiseFluence

Panel II - Sexual Harassment/Assault

In this #MeToo era, the fashion industry continues to grapple with issues of sexual harassment and sexual assault that some argue have long plagued the industry. Please join the Fashion Law Committee for a timely and engaging discussion that will explore the ways industry stakeholders are tackling these issues from a legal, policy and organizational perspective. Hear industry insiders, attorneys and advocates discuss employer obligations and best practices, legal protections available to employees and independent contractors, recent legislative and policy initiatives and the impact the recent scandals have had on the fashion industry.

Moderator: Stephanie Ananyos, Esq., Of Counsel, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

Panelists:

Andrew W. Singer, Esq., Partner, Tannenbaum Helpert Syracuse & Hirschtritt LLP

Mirande Valbrune, Esq., Author, #MeToo: A Practical Guide to Navigating Today's Cultural Workplace Revolution

Toi Eaton, Chief Human Resources Officer, Blacture

Katherine Rosenfeld, Esq., Partner, Emery Celli Brinckerhoff & Abady LLP

James Scully, Casting Director

Agatha Schmaedick Tan, Esq., Associate General Counsel, Coalition of Immokalee Workers