

Intellectual property in fashion & luxury: business breakfast @ the Hospital Club | London fashion law firm Crefovi

by Crefovi - Tuesday, February 18, 2014

<https://crefovi.com/media-coverage/intellectual-property-in-fashion-luxury/>

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Founding partner of fashion law firm Crefovi presents a seminar on intellectual property in fashion and luxury sectors at the Hospital Club on Tuesday 18 February 2014.



You can [watch the video](#) of this seminar on intellectual property in fashion and luxury, below and [flick through the slides of this seminar here](#), in relation to our proprietary research on fashion IP law.

In order to grow your fashion or luxury business and rip the profits from your creativity, you will need to efficiently protect your intellectual property (IP) and to swiftly enforce your intellectual property rights (IPRs), if need be. This is how to use intellectual property in fashion.

During this B@B, we covered:

- The best way to protect your IP and that of your fashion company
- Your IP strategy plan: key considerations
- The best ways to enforce your IPRs, in England and globally
- IP litigation: the do's and don'ts
- Monetizing your fashion business' IP: licensing, franchising, selective distribution and taking security over your IPRs

[YouTube Video](#)

Our talk was peppered with the latest examples of IP infringement cases in the fashion world, such as Christian Louboutin vs. Zara, Christian Louboutin vs YSL, Rihanna vs Topshop, Thierry Berthelot vs Van Cleef and Arpels.

The speaker was Annabelle Gauberti, founding partner of London fashion law firm Crefovi. She has more than 11 years of experience practising [the law of luxury and fashion law](#), both in the UK and France.

Her [clients' base includes fashion houses](#), designers & models, artists, film production companies.

She is steeped in finance & corporate law, and has been involved in many matters, either contentious or non-contentious, relating to intellectual property, trademark and copyright litigation, selective distribution, franchising, tax & internet law.

Registrations for this event were done on the [Hospital Club's website](#).

[Get slides here](#)

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Crefovi

Tel: +44 20 3318 9603

info@crefovi.com

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