

Law of luxury goods series: Intellectual property - how to protect, manage & monetize the know-how & intangible capital of luxury & fashion brands? Intellectual property in luxury and fashion

by Crefovi - Tuesday, February 10, 2015

<https://crefovi.com/events/intellectual-property-in-luxury-and-fashion/>

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Catherine Palmer, General Counsel, Joseph Group

Crefovi is delighted to partner up with the international association of lawyers for the creative industries (ialci) on the second seminar of the law of luxury goods series “Intellectual property: how to protect, manage & monetize the know-how & intangible capital of luxury & fashion brands”. Discover intellectual property in luxury and fashion!

In July 2014, Crefovi proudly launched an ambitious programme of seminars, entitled the “[law of luxury goods series](#)” which will span from 2014 to 2016. The organisation of this law of luxury goods series is done in partnership with the [international association of lawyers for the creative industries \(ialci\)](#), which Crefovi sponsors.

The second seminar, entitled “Intellectual property: how to protect, manage & monetize the know-how & intangible capital of luxury & fashion brands” will be held on the morning of Tuesday 10 February 2015, at the Pullman St Pancras London 4 stars hotel in central London. This is a top event to understand everything about intellectual property in luxury and fashion.

Bringing together top luxury goods professionals with legal experts, this second seminar of the law of luxury goods series will focus on the business and legal aspects of protecting, managing and monetising the intellectual property rights owned by luxury maisons and fashion brands.

It will be informed by several case studies on the successful protection of intellectual property rights by luxury brands, on deals and partnerships brokered by luxury and fashion brands with licensees, as well as various presentations on key points to take into account while devising a cross-border strategy to enforce intellectual property rights worldwide, and Q&As sessions following each talk.

Delegates will assess the various routes and avenues to explore, for luxury and fashion brands to successfully fight against counterfeiting, online and offline.

Planned sessions also consider how publicity rights and image rights may limit what fashion brands can do, in terms of creating new products to be sold to members of the public.

We are delighted that **Catherine Palmer**, General Counsel at Joseph Group, has agreed to deliver keynote addresses at this seminar, one of the events from the international association of lawyers for the creative industries ialci.

Michael Skrein, Partner, Reed Smith; **Jane Lambert**, Barrister, 4-5 Gray’s Inn Square; **Alexander Rozyinski**, Barrister, 4-5 Gray’s Inn Square and **Gary McDowell**, Managing Director of

NetNames in France.

You can learn about other events from ialci and Crefovi, such as the first seminar of the law of law of luxury goods series, on how to market through celebrities and music bands, by [checking our summary](#) as well as the [review done by IPMagazine](#).

Annabelle Gauberti, President of ialci and Founding Partner of London and Paris law firm Crefovi; **Holger Alt**, Member of the Executive Committee of ialci and Partner at Berlin-based law firm von Boetticher and **Melissa Morgia**, Member of the Executive Committee of ialci and Counsel at the BBC, have kindly agreed to chair and talk at this seminar.

To snap up your attendance ticket to this high-profile event for the fashion and luxury industries, which will be hosted in central London in the morning of Tuesday 10 February 2015, [register on ialci's website](#).

[Register here](#)

If you are a member of the press, please contact Crefovi's founding partner, [Annabelle Gauberti](#), for your seating arrangements to the second seminar of the law of luxury goods series "[Intellectual property – how to protect, manage & monetize the know-how & intangible capital of luxury & fashion brands](#)".

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