

### The Do's and Don'ts of Celebrity Endorsements, Social Networking, iPhone Shopping, and Product Safety

#### Fashion Week Seminar

Sheppard Mullin's New York Office  
09.17.2009

Please Join us for our Upcoming Fashion Week Seminar  
on September 17, 2009, 5:30 – 8:00 p.m.

Sheppard, Mullin, Richter & Hampton LLP  
30 Rockefeller Plaza, Suite 2900, New York, New York 10012

#### The Do's and Don'ts of Celebrity Endorsements, Social Networking, iPhone Shopping, and Product Safety

5:30 - 6:00 p.m. Networking, Hors d'oeuvres, and Cocktails

6:00 - 6:25 p.m. Dollars and Scents – Celebrity Endorsements of Beauty Products and Fragrances.  
- What you need to know when dealing with celebrities for the endorsement of your brand.

6:25 - 6:50 p.m. Fair Use or Misuse? – Copyright and Trademark Issues on Facebook, MySpace, Twitter, YouTube.  
- How to prevent and protect your brand from infringement or dilution on social networking sites.

6:50 - 7:15 p.m. iPhone Shop Until I Drop – Apps That Let Your Fingers Do the Shopping.  
- What these apps might mean for you as an e-retailer.

7:15 - 7:40 p.m. Do You Fear Phthalates? – What You Need to Know about the Consumer Product Safety Improvement Act ("CPSI").  
- How does the CPSI apply to the fashion industry and what you need to know and do to comply.

7:40 - 8:00 p.m. Questions & Answers

8:00 - 9:00 p.m. Networking

For information about our upcoming Confab-ulous Confabs, please go to our blog at [www.fashionapparellawblog.com](http://www.fashionapparellawblog.com)

*This course or program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours.*

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