

## Facing the Facts: Confronting Challenges Confounding Global Fashion Brands in 2013

Penn Club, New York  
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### Facing the Facts: Confronting Challenges Confounding Global Fashion Brands in 2013

**Wednesday, February 13, 2013**

5:30 – 6:30 p.m. Cocktails and Hors d'oeuvres

6:30 – 8:00 p.m. Program

#### **Penn Club**

Spruce Room  
30 West 44th Street  
New York, New York

#### **What is SAG/AFTRA and What Does It and The New Collective Bargaining Mean for Fashion Advertising? 6:30 – 7:00 p.m.**

##### **Presenter: Rick Kopenhefer**

SAG/AFTRA is a reality facing fashion advertising today and the first ever collective bargaining agreement as one union and new commercials agreement may have a great impact on fashion advertisers, ad agencies and production services companies. The discussion will explain how this affects fashion brands and what's in store for the industry with respect to multi-service endorsement deals, the fringe benefit cap, and the "new media."

#### **Social Media, the First Amendment, and the NLRB: What Can Fashion Employers Do to Protect Their Brand and Designs? 7:00 – 7:30 p.m.**

##### **Presenter: Sean Kirby**

Use of social media is at an all-time high and employees every day frequently use their social media accounts, including to discuss work-related issues. How can fashion employers ensure that their valuable confidential information is protected and employee use of social media at work is regulated properly, while at the same time complying with federal and state privacy and employment laws?

#### **Hot Topics for 2013: What You Need to Know to Avoid Fashion Jeopardy? 7:30 – 8:00 p.m.**

##### **Presenter: Ted Max**

Every day a fashion professional is faced with a variety of issues and problems, which can often present a legal minefield. This panel, back by popular demand, will provide fashion professionals with a comprehensive

overview of a number of cutting edge legal issues facing the fashion industry and the ability to avoid Fashion Jeopardy by knowing the proper questions to ask.

## **MCLE**

This 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 which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.5 hours of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

**Questions?** Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or at 858.720.7403.