2015 Luxury & Fashion
Industry Conference

16 October 2015
Baker & McKenzie New York
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IP Roundtable – Discussion of Developments Globally in IP

Pamela Church, New York (Moderator)
Michael Hart, London
Sergio Legorreta, Mexico City
Lisa Rosaya, New York
Maria Smith, Hong Kong
Stephanie Vaccari, Toronto
Topics

- 3D Printing and Wearable Tech
- Protecting Designs
- Branding Strategies as Part of Developing a Retailer’s Culture: eco-issues, personalizing products; etc.
3D Printing
CHINA: Developments that may assist with 3D Printing IP challenges

1. Design Patents
   - partial design protection
   - strengthened enforcement provisions
   - longer term of protection

2. Trademarks
   - providing facilitating conditions could be infringement

3. Copyright
   - definition extended to include Applied Art
Karen Millen v. Savida
GIVE ME A ©!

Varsity Brands Inc. et al. v. Star Athletica LLC,
Case No. 14-5237 (6th Cir. 2015)
Signage and French Language Issues
Packaging and French Language Issues

- Register English mark
- Do not register equivalent mark in French
Latin America free trade network

- Increased free trade agreements
- Increased technology transfer and manufacturing capabilities
- Low priority of IPR enforcement
- Time to take a CLOSER look inside some countries
  - Brazil
  - Colombia
  - Mexico
  - Peru
Put your IPR to work in Latin America

- Enforcement of non-traditional IP possible
  - Designs
  - Copyright
  - Trade dress
- Damages awards possible
- Customs programs ready in most countries
Trademark opposition in Mexico

- Prepare strategy for existing applications
- Invest in adequate watch service
Sustaining Our Planet

NEW eco-friendly trends to embrace

Fashion Envie is on a voyage to rebrand the concept of eco-friendly fashion. Here are 3 different looks from 3 different designers.

- Hana Financial, Inc. v. Hana Bank
- Pom Wonderful v. Coca-Cola, Inc.
- B&B Hardware, Inc. v. Hargis Industries, Inc.
- Lexmark Int’l v. Static Control Components
Questions?
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THANK YOU!