## Contents

	Preface Acknowledgments About the Contributors	xxii xxvi xxvii
	I Introduction	
1	A Survey of Fashion Law: Key Issues and Trends by Guillermo C. Jimenez	1
	II Intellectual Property Issues	
2	Trademarks and Trade Dress by Marc Misthal	26
3	Copyright by Charles Colman	45
4	Design Patents, Utility Patents, and Trade Secrets by George Gottlieb	55
5	Design Piracy Legislation: Should the United States Protect Fashion Design? by Guillermo C. Jimenez, Joseph Murphy, and Julie Zerbo	66
6	Litigation Strategies in Fashion Law by David H. Bernstein	78

V

Conter	ıts
Conter	112

7	Fashion Licensing by Karen Artz Ash and Barbara Kolsun	115
8	Counterfeiting by Barbara Kolsun and Heather J. McDonald	139
	PART III Commercial Operations and Expansion	
9	Fashion Entrepreneurship: Starting and Developing the Business by Henry Welt	167
10	Fashion Finance by Valerie Radwaner and Raphael Russo	183
11	Selling and Buying: Commercial Agreements in Fashion by Donald L. Kreindler	197
12	Employment Law Issues in Fashion by Elise M. Bloom and Lee Sporn	209
13	Celebrities and Fashion Models: Endorsement and Promotion Agreements by Ted Max	233
14	Marketing, Advertising, and Promotion by Ashima Dayal, Brooke Erdos Singer and Antonio Borrelli	247
15	Retail Leasing for Fashion by Matthew E. Epstein and Lee Sporn	270
	Part IV International Aspects	
16	Global Sourcing and International Trade by Guillermo C. Jimenez	291
17	Import and Customs Issues in Fashion by Frances P. Hadfield and Amanda M. Simpson	302
18	International Development of the Fashion Business by Michael F. Colosi	322
19	International Fashion Law: Brand Protection and IP Law in Key Fashion Markets by Connie Carnabuci and Victoria White	347

vi

375