

**For immediate release**

**March 11, 2015**

## **Loyola's Fashion Law Project Symposium to Examine Technology's Impact on Fashion**

**Los Angeles** – [The Fashion Law Project](#) at Loyola Law School, Los Angeles will host the symposium, “Sketch Goes Tech,” on Friday, March 27, 2015 from 9 a.m. to 5 p.m. PDT on Loyola's downtown LA campus. The symposium will examine the ever-evolving impact of technology on how fashion is designed, distributed, marketed and sold in the U.S. and around the world. The panels will include “Digitizing Your Supply Chain: How to Protect Your Brand While Moving into the Fast Lane,” “Building with Digital Bricks: Using Omnichannels to Create a Holistic Customer Experience ,” “International Sales, International Problems: Social and Legal Minefields in the Digital Age” and “Is My Smart Phone Spying On Me? Everything You Need to Know About Expanding into Wearable Tech.” Program details and registration information is available at [www.lls.edu/fashionlawsymposium](http://www.lls.edu/fashionlawsymposium).

“Digitizing Your Supply Chain: How to Protect Your Brand While Moving into the Fast Lane” will examine the security of intellectual property in an increasingly digital environment. The session will look at how to maintain data and trade-secret safety while capitalizing on e-commerce. “Building with Digital Bricks: Using Omnichannels to Create a Holistic Customer Experience” will look at the symbiotic ecosystems attainable when virtual and bricks-and-mortar retailing find equilibrium. Panelists will discuss how online and offline stores can help the other. “International Sales, International Problems: Social and Legal Minefields in the Digital Age” will look at how fashion companies can leverage the relative ease of entry into foreign markets while playing by local rules. “Is My Smart Phone Spying On Me? Everything You Need to Know About Expanding into Wearable Tech” will look at the critical privacy implications of consumer data transmitted by the smartphones and tablets that have become common accessories.

Scheduled speakers include: Ann Baker, partner, Perkins Coie; Alyson Barker, vice president-general counsel, Lucky Brand; Brian K. Brookey, partner, Tucker Ellis LLP; Amy M. Fox, lead counsel, Global Knowledge Management, Group Counsel, New Devices Group, Law and Policy Group, Intel Corporation; Deborah Greaves, Ezra Brutzkus Gubner LLP & adjunct professor, Loyola Law School, Los Angeles; Sheba Sheikh Hemmat, Business and Legal Affairs manager, JustFab/Shoedazzle; Rob Honeycutt, founder/CEO, Zero Jeans LLC ; Rick Horwitch, vice president, Bureau Veritas Consumer Products; Lauren Indvik, co-editor in chief, Fashionista.com; Christopher D. James, patent counsel, Google; Elizabeth Janis, assistant general counsel, J.CREW; Gila Jones, general counsel, James Perse; Richard Kestenbaum, partner, Triangle Capital LLC; Ilse Metchek, president, California Fashion Association; Kash Mokhber, co-founder, Toobre International, LLC; Jared Nixon, partner, Shark Branding, Inc.; Staci Jennifer Riordan, partner, Nixon Peabody & executive director, The Fashion Law Project, Loyola Law School, Los Angeles; Mollie Sussman, VP of International Sales, Joie/Equipment; Pooja Teckchandani, director & senior counsel, TOMS Shoes, LLC; Rachael Vaughn, attorney, Microsoft; Macala Wright, digital strategist & author.

The symposium will be held in Robinson Courtroom on Loyola's campus at 919 Albany St. (at Olympic), Los Angeles, CA 90015. Registration information is available at [www.lls.edu/fashionlawsymposium](http://www.lls.edu/fashionlawsymposium). Members of the media who wish to attend should contact Brian Costello, assistant director of marketing & communications, at [brian.costello@lls.edu](mailto:brian.costello@lls.edu) or 213.736.1444. Learn more at <http://www.lls.edu/thefashionlawproject/> and follow the project on Twitter @LLS\_FashionLaw. Sponsors

include Nixon Peabody LLP; Tucker Ellis LLP; The Fashion Group International, Inc.; Fashionista; Fashion Business Incorporated; and Tru Fragrance.

### **About The Fashion Law Project**

The Fashion Law Project is a comprehensive academic center at Loyola Law School focused on the unique and all-encompassing legal issues affecting the fashion industry in the U.S. and internationally. Its multifaceted design provides programming for several audiences including: law students, design students, legal professionals and fashion industry professionals. Offerings include dedicated fashion law courses and a Sub-Concentration, annual symposia and the Fashion Law Intensive Summer Program, which will run from July 24-August 1, 2014. Learn more at [www.lls.edu/thefashionlawproject](http://www.lls.edu/thefashionlawproject).

### **About Loyola Law School, Los Angeles**

Located on an award-winning Frank Gehry-designed campus in downtown Los Angeles, Loyola Law School is home to prominent faculty, dedicated students and cutting-edge programs. The Law School strives to instill in students the knowledge they need to excel on their chosen paths. It dedicates itself to preparing students for the rigors of practice with an extensive portfolio of practical-training opportunities, a 16,000-strong alumni network and a focus on social justice. Learn more at [www.lls.edu](http://www.lls.edu).

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