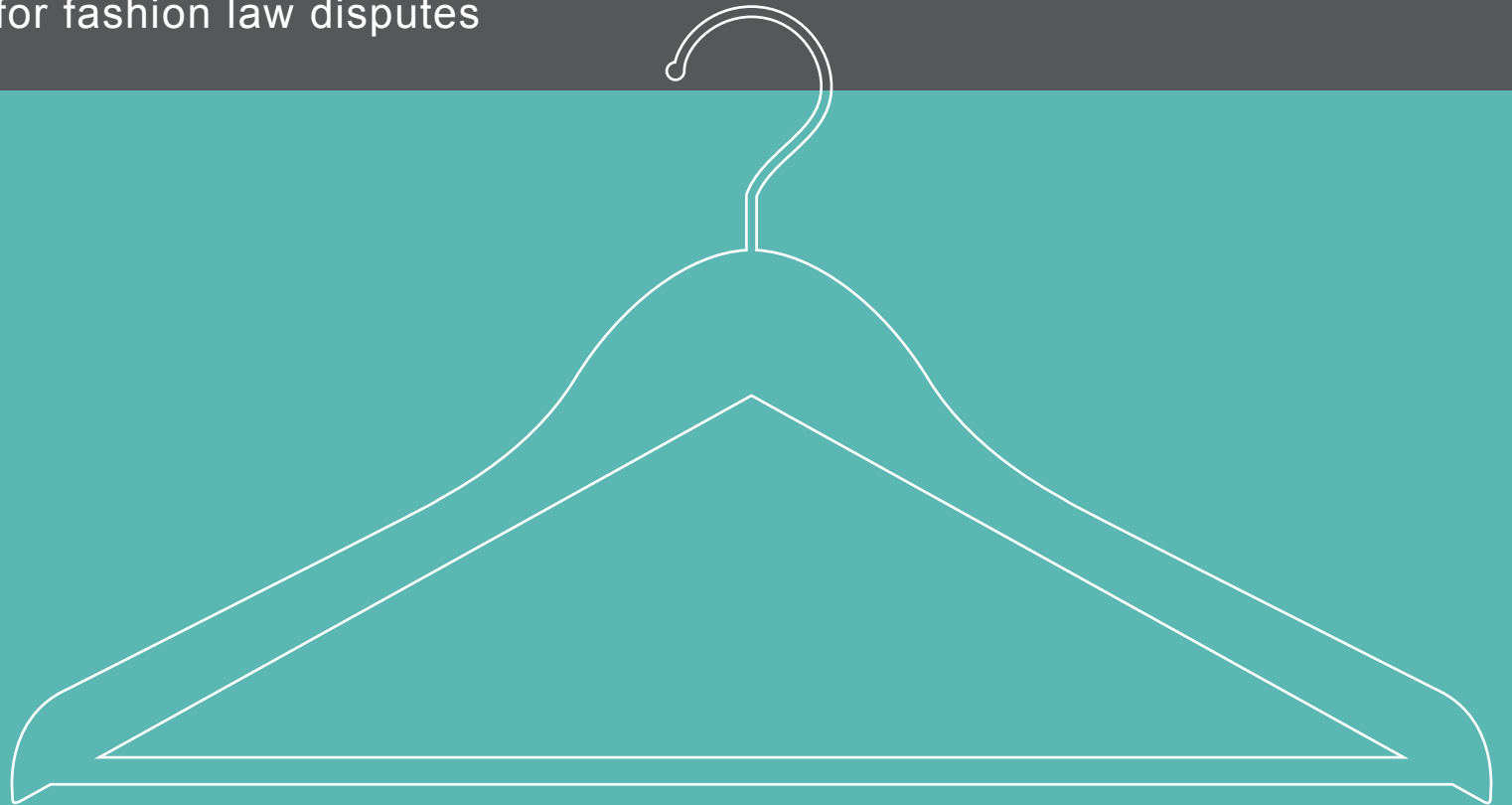


FASHION TEAM

An introduction and top tips for fashion law disputes



WHAT'S INSIDE

WHO WE ARE AND WHAT WE DO

Unique expertise for the High Street

Acting for fashion clients in the retail and fashion industry has given us unparalleled sector knowledge, expertise and experience to recognise and understand the legal issues that face the fashion industry.

The fashion industry is a fast-moving, brand conscious environment. The challenge for 'High Street' designers, suppliers and retailers is to appeal to a target market of fashion savvy shoppers whilst also protecting their own brand and reputation...**we can help you to meet this challenge.**

Our advice and assistance to our High Street fashion clients focuses on enabling them to remain competitive in an industry dictated by short seasons and ever changing product cycles with increasing consumer demand for celebrity and catwalk inspired design trends.

WHAT'S INSIDE

OUR EXPERIENCE AND RESOURCES

Our Fashion Team has extensive experience in **all aspects of intellectual property work**, including those concerning fashion industry clients - such as copyright, trade marks and designs.

We deal with both **contentious** and **non-contentious** intellectual property matters. This ranges from advice about product development and design, through to dealing with claims for intellectual property infringement.

We also offer our clients advice across a full range of **advertising and marketing law**.

DESIGNS DATABASE

We have **access to an extensive fashion designs database and archive**, operated by a leading service provider in the fashion industry. Our innovative and novel use of this database enables us to provide our clients with an invaluable resource in respect of pre-existing design searches relating to design right issues.

WHAT'S INSIDE

TRAINING AND SUPPORT

Many legal disputes in the fashion industry can be easily avoided and managed through appropriate training and support for members of the design and buying team.

Our clients benefit from key legal insight and practical guidance on avoiding fashion law disputes in the form of **The Fashion Clinic** (full details of which can be found [here](#)).

The Fashion Clinic can be held at your offices for your buyers, designers and/or legal teams and consists of a tailored, informal, interactive group training session followed by a Fashion Surgery.

The Fashion Surgery provides your team with an opportunity to discuss any IP law issues with the AG Fashion Team, and for us to give you relevant advice and commercial guidance.

For more details please email: fashion@addleshawgoddard.com

WHAT'S INSIDE

TOP TIPS TO AVOID IP FASHION DISPUTES

Do ensure that briefs to designers and instructions to manufacturers are in writing.

Do ensure that designers/suppliers provide you with documents setting out the design process. This should include who produced the design, its creation date and the design inspiration.

Do ensure that notes are taken at any development meetings with designers/suppliers, or at other meetings where important design decisions are taken. These should record who was present, the date and the decisions made.

Don't instruct designers/suppliers to copy third party designs. Be aware of the risks in providing third party samples.

Don't instruct a designer/supplier to apply a third party logo, motif or label to a garment. Be cautious if supplied with such garments by a third party.

Don't rely on the myth of 'changing 5 features' as a way of avoiding claims for copying.

You should be vigilant at all times about the possibility of infringement of third party rights when buying/importing products and when you suspect that this is the case, further enquiries should be made.

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The AG Fashion Team - Contact Us

The AG Fashion Team consists of:



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Full details of the team, bios and our fashion law offering can be found [here](#)

Follow the AG Fashion Team on [Twitter](#)