

Cardozo's Fashion, Arts, Media and Entertainment Law Center (FAME)
Fashion Law Committee of the Inter-American Association of Intellectual Property (ASIPI)
Federal Bar Association and Hispanic National Bar Association – Region II

Present:

***FASHION LAW IN LATIN AMERICA:
Current Challenges for U.S.-Based Fashion Companies
Doing Business in LATAM***

Thursday, March 23rd, 2017

7:00 p.m. – 8:45 p.m.

Benjamin N. Cardozo School of Law
55 5th Ave. New York, NY 10003

2.0 CLE NYS CREDITS transitional/non-transitional in the category "Areas of Professional Practice"

RSVP

<http://bit.ly/2jV0V2G>



Federal Bar
Association



PROGRAM

6:30 p.m. – 7:00 p.m.

Registration

7:00 p.m. – 9:00 p.m.

Moderator

Francesca Montalvo Witzburg | Ladas & Parry | Cardozo's Fashion Law Alumni Practice Group

Welcome Remarks

Prof. Barbara Kolsun | Co-director of The FAME Center

A Wall for NAFTA

According to the US Department of Commerce¹, Mexico is the US' largest market for textiles and apparel. However, the new US Administration has indicated that they intend to take a new approach when it comes to trade, especially with respect to NAFTA. What is at stake for US based fashion companies?

Jose Juan Mendez | Partner at Mendez + Cortés S.C.- Mexico

The Cuban Riddle, What's Next?

Two years have passed since it was announced the beginning of a normalization process between the US and Cuba. However, the US trade embargo with Cuba remains in place and most transactions between both countries continue to be prohibited, including those related to apparel. Meanwhile, trademark squatters have been increasingly filing for famous American brands, taking advantage of a first filing jurisdiction where the available remedies are not clear yet. What can we expect?

Erica Gould | Associate at Fross Zelnick Lehrman & Zissu, P.C. - USA

Landlord Liability for Selling Counterfeit Goods in Brazil

A case study of the Shopping 25 de Março decision where the court found that the landlord had a duty to prevent the sale of counterfeits.

Paulo Parente Marques Mendes | Partner at Di Blasi Parente & Associados – Brazil

¹ http://trade.gov/topmarkets/pdf/Textiles_Mexico.pdf

The Expansion of the Panama Canal

New opportunities for increasing trade and for the transit of counterfeit goods. What are the Panamanian Custom Authorities doing to enforce IP Rights?

Edwin Molino | Partner at Jimenez, Molino & Moreno – Panama

Online Brand Protection in Latin America

A review of the key players, challenges and best practices for a successful enforcement of IP Rights in the Internet and beyond.

Cástor González-Escobar | Partner at GR LEX, Director at SIPI and President of ASIPÍ's Fashion Law Committee – Venezuela

Q&A

Closing remarks

Lorena Mersán | Partner at Mersan Abogados and Secretary of ASIPÍ's Fashion Law Committee – Paraguay