



CFA Member Spotlight

May 7th, 2012

The California Fashion Association (CFA) is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California. The mission of the CFA is to define the industry's economic impact, and to outline export opportunities as well as global sourcing options.

California is the "Gate to the Americas" and American style!

Upcoming Events:

May 10: Webinar: Lectra / Are knits driving you k-nuts? Find out how CAD can revolutionize your knitwear experience

May 15: CFA / 'Market Tuesday' Seminar / "Social Media - a Vital Tool for Retailing" / CMC

May 16: CFA Breakfast Seminar / California Fashion Goes To Russia / CMC

May 21: CFA Presentation to Union Bank / Trends in the SoCal Fashion Industry

May 22: CFA Presentation to Crowe Horwath LLP / Trends in the SoCal Fashion Industry

May 23: Planning meeting with LA Inc. re: Fashion Events on LA Calendar

May 23: Webinar: Sandler, Travis & Rosenberg, P.A. / Is C-TPAT Really Worth It? The Necessary Investments and Procedures to Stay Certified



Fox Rothschild LLP
ATTORNEYS AT LAW



Staci Riordan
Partner

Visit their website [here](#)

Staci Riordan: a NEW partner at Fox Rothschild LLP. Staci has been the Chair of the Fox Rothschild Fashion Law Practice Group; her practice focuses on both transactional and litigation issues facing the fashion community, including fashion licensing, copyright, trademark and business litigation or digital media, social commerce, business agreements, strategic planning and client counseling.

A former apparel industry executive, professor and descendant of a long line of garment makers, Staci is currently a member of the CFA Advisory Board.

Fox Rothschild LLP is a national law firm with more than 500 attorneys practicing in 16 offices coast to coast.

Contact: Staci Riordan: sriordan@foxrothschild.com

GREENBERG GLUSKER
The Counsel You Keep™



May 24: Santa Monica
College LA MODE 2012 /
CMC

May 25: Los Angeles Trade
Technical College / The
Gold Thimble Fashion
Show

May 31: Webinar: Sandler,
Travis & Rosenberg, P.A. /
NAFTA Basics for Textiles
and Apparel: Best Practices
for Compliance Reviews

June 11 - 14: LA Fashion
Market / California Market
Center, New Mart, Cooper
Design Space

June 11 - 14: Gift & Home
Market / California Market
Center

June 11 - 13: Designers &
Agents Show, LA / New
Mart

June 11 - 13: Select
Contemporary Show /
California Market Center

June 11 - 13: Transit LA
Shoe Show / California
Market Center

June 11 - 13: FOCUS
Apparel & Accessories
Show / California Market
Center

June 11 - 13: Licensing
Trade Show, Las Vegas

June 13: CFF/TALA
Scholarship Luncheon

*For more information of all
events, please contact the
CFA office.*

Lisa Wang and Jesse Saivar
Attorneys-at-Law

Visit their website [here](#)

Lisa Wang and **Jesse Saivar** are part of **Greenberg Glusker's Fashion, Apparel and Beauty practice group** and specialize in Intellectual Property matters. They advise and counsel clients on critical "soft" IP protections including trademark, trade dress, anti-counterfeiting, and copyright protection for designs and brands. Lisa and Jesse also draft, negotiate and structure license and endorsement agreements for clothing lines, accessories, jewelry and beauty products for high-profile fashion companies and individuals.

Lisa authored a recent article for CFA members about protecting your business and brand from potential consumer confusion and infringement when the new Top Level Domain names come out next year. The Top Level Domain is the .com part of a website. There will now be 1000 different top level domains; and certain things you can do to make sure that no one infringes on your mark. The article can be viewed [here](#).

Greenberg Glusker has held a unique position in Los Angeles as a full-service law firm for more than 50 years.

Contact: Lisa Wang: LWang@greenbergglusker.com



Barry Lederman
VP Business Development

Visit their website [here](#)

Softengine will lead a discussion at the [SAP Sapphire/ASUG Users Group Meeting in Orlando FL, May 14-16](#), about the SAP Business One OnDemand solution. It is an integrated business management software program that's easy to use and implement and doesn't require specialized IT staff. The topic includes an examination of what to consider when evaluating the delivery and management of an on-demand solution.

Softengine has developed "**Fashion One**", that manages finished inventory, raw material, cut tickets, allocations, account payable & receivables, UPC codes and much more. Fashion One provides complete integrated management of an apparel or sewn products business using one of the world's leading software companies, SAP.

Softengine is a pioneer in ERP SaaS solutions, and Virtustream, Inc., a leading provider of cloud services and next-generation dynamic infrastructure solutions. Softengine is offering a free ROI analysis, tailored to a company's specific benefits, to learn the benefits of an "ERP in the cloud" solution.

Contact: **Barry Lederman**: blederman@softengineusa.com

Interested in being featured in an upcoming 'Member Spotlight'?

Please contact the CFA office:
phone: (213) 688-6288
email: info@calfashion.org