

## CFA Member Spotlight

January 22nd, 2013

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:

January 22-23: Kingpins Tradeshow / Cooper Design Space

January 23: CFA Seminar for Kingpins Tradeshow - Intellectual Property (IP): 'Counterfeit', 'Copyright', 'Piracy', and 'Trademark' Protection...Do you need it? How to get it! / Cooper Design Space

January 22 -29: Gift & Home Tradeshow / California Market Center

January 23: Webinar CFA Exclusive: 'Benefits of Duty Drawbacks' / Sandler, Travis, and Rosenberg

January 24: Fashion Industry Human Resource Meeting (FIHRA) - Orange County: "The Effect of Social Media in the Work Environment" ([more info](#))

January 31: Fashion Industry Human Resource Meeting (FIHRA) - LA: "Dealing With the New Employment Laws for 2013" ([more info](#))

February 4: LA County Consular Corps Event / Omni Hotel

February 9: FIDM Museum Gallery Opening / Motion Picture Costume Design Exhibit

February 12: Webinar CFA Exclusive "The First Sale Rule - Maximize Your Company's Duty Savings" /



**Todd Kaufman**  
*Director of Brand Management*

Visit their website [here](#)

**Beanstalk**, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue.

**Beanstalk** also offers a breadth of additional licensing services including direct-to-retail program management, manufacturers' representation and auditing. The company is headquartered in New York, with offices in Los Angeles, London, Miami, and Hong Kong, and affiliates throughout the world.

Todd Kaufman is the Director of Brand Management for the Los Angeles office of **Beanstalk**. He will be a speaker on the CFA Licensing panel at MAGIC in Las Vegas.

**Upcoming Event:** February 19th - CFA Seminar at MAGIC- "Brand Expansion Through Licensing...The Secrets of Success"- Las Vegas Convention Center

**Contact:** Todd Kaufman at [todd.kaufman@beanstalk.com](mailto:todd.kaufman@beanstalk.com)



**Douglas Lipstone**  
*Partner*

Visit their website [here](#)

Sandler, Travis, and Rosenberg ([more info](#))

February 18-21: SOURCING at MAGIC

February 19-21: MAGIC Market Week (WWD/MAGIC, FN PLATFORM, PROJECT, THE TENTS @ PROJECT, PROJECT MVMNT, PROJECT MENS/WEAR, POOLTRADESHOW)

February 17: CFA Seminar for MAGIC / Presentation to Hong Kong Delegation -Las Vegas

February 18: CFA Seminar for MAGIC / Presentation to Brazil Delegation -Las Vegas

February 19: CFA Seminar for MAGIC: Licensing / Las Vegas

February 19: The Professional Club's 4th Annual 'TPC Goes to MAGIC' / Mandalay Bay, Las Vegas

February 20: CFA Seminar for MAGIC: "Legal Ins And Outs You 'Need To Know': Licensing, Protecting your Brand and Supply Chain" / Las Vegas

February 20: LAEDC 2013-2014 Economic Forecast & Industry Outlook / Millennium Biltmore Hotel ([more info](#))

February 25 -27: LA International Textile Show / California Market Center

February 26: CFA Seminar for LA Textile Show: "Mergers & Acquisitions ...The Way to Go" / California Market Center

March 11-13: Cover Accessories Tradeshow, LA / Cooper Design Space

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

March 14: CFA Advisory Board Meeting

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

**Douglas Lipstone is a Partner at Enenstein & Ribakoff, APC.** Doug focuses his practice on United States and international trademarks and copyrights. He represents clients in a variety of industries, including clothing, footwear, jewelry, handbags, and luggage. Doug advises his clients on all issues concerning the creation and protection of their trademarks and copyrights globally. In addition his expertise is sought for all things concerning the manufacturing and distribution of products for domestic and worldwide markets; directly by the owner and/or through licensing and distribution agreements....and for general business, transactional, and corporate matters.

Doug is a frequent speaker to industry groups as well as individual companies, on a wide variety of intellectual property (IPR) subjects. He will be a speaker on the CFA "Fashion Retailing in the U.S." panel for the Brazilian delegation visiting MAGIC in Las Vegas on February 18th, 2013.

#### Upcoming Event:

February 18th - "Fashion Retailing in the U.S.": CFA Seminar for the Consulate General of Brazil - Las Vegas Convention Center

Contact: Doug Lipstone at [dlipstone@enensteinlaw.com](mailto:dlipstone@enensteinlaw.com)



**John Ruffo**  
Founder

Visit their website [here](#)

**LAZR TRADESHOW** is designed to provide an alternative to the current fashion trade show circuit. Lead by industry veteran John Ruffo, LAZR TRADESHOW is a collaboration of experienced fashion professionals interested in working together to create something truly unique.

Strategically positioned in April 2013 to meet Fall II + Holiday deliveries, quick turn 'Margin Builders', and immediate market needs for exhibitors and retailers, **LAZR TRADESHOW** has thoughtfully accumulated a roster of contemporary and trend driven brands, offering a relevant mix of Men's, Women's and Children's Apparel, Accessories and Footwear.

In response to the new marketplace, **LAZR TRADESHOW** will also connect with the consumer through social media, and pioneer an onsite branded popup shop concept.

This unique B2B + B2C philosophy creates viral feedback in real-time, providing exhibitors and retailers with an immediate source of data on marketplace demand and product activity, while establishing a west coast tradeshow with a focus on increasing the bottom line!

**Upcoming Event:** April 24th through April 26th, 2013 LAZR TRADESHOW - Cooper Design Space / Opening night party at L.A. LIVE

Contact: Erika Presuel at [erika@lazrtradeshow.com](mailto:erika@lazrtradeshow.com)

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

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

