



CFA Seminar at CMC Fashion Theater: Tuesday, June 19th, 2018
“THE BUSINESS OF FASHION”

hosted by
CALIFORNIA
ApparelNews

“What’s in a name?...Protecting your name on the label!”

Brand safety and legal issues within today’s world of social media commerce, and how they affect a fashion business AND the designer/owner’s brand name....

The current legal issues of ‘celebrity’ postings, brand protection on the internet, and the contracts needed to maintain ownership of your NAME; when selling part or all of the company.

The event was open to CMC tenants, reps, retailers and business owners.

Moderator: Ilse Metchek, California Fashion Association

Panelists:

***Malcolm McNeil, Arent Fox LLP *Syama Meagher, Scaling Retail *Joie Rucker, Designer**



UPCOMING EVENTS

- July 12: **TPC's** Summer Social/ The Commissary @ Line Hotel, Los Angeles
- July 18: **Centric Technology** Seminar/ Luncheon/ Location TBD
- July 22-24: **UBM NYC PROJECT / PROJECT Women's / PROJECT Sole** @ Jacob Javits Center, July 23-25: **Texworld USA**, New York/ The Javits Center
- July 23-26: Outdoor Retailer Summer Market / Denver, CO
- July 23-26: **FabricLink** / The Trend & Designer/ at Outdoor Retailer Show, Denver
- July 24-26: **Colombia Moda Trade Show**, Medellin, Colombia
- July 30-Aug 2: LA "Second Chance" Market / **California Market Center, Cooper Design Space, The New Mart**
- July 31- Aug 3 Brand Assembly Show @ **Cooper Design Space**
- Aug 12-15: **UBM MAGIC / FN PLATFORM / PROJECT / SOURCING**/ Las Vegas
- Aug 13: **CFA Seminar at Sourcing/MAGIC: "Protecting Your Trademark, Your Product, Your Name"**
Panel: Amelia Castellanos, Richard Kestenbaum, Aaron Renfro / Moderator: Ilse Metchek
- Aug 15: **CFA Seminar at Platform/MAGIC: "The Circle of Success"**
Panel: John Hazen, Katie Hurley / Bruce Gifford / Moderator: Ilse Metchek
- August 13-16: **WWIN Show/Urban Expositions** / Rio All-Suites Hotel & Casino, Las Vegas
- Sept 6-8: Surf Expo, Orlando, Fla
- Sept 15-17: **Coterie / Stitch / Fame / Moda / Sole Commerce / Sourcing** @ Jacob Javits Center, NYC
- Sept 26: **Wells Fargo / Moss Adams** CEO breakfast, "A Look into the Future" – by invitation|
- Sept 27: **California Fashion FOUNDATION** Scholarship luncheon /California Market Center
- Oct 1-3: 'Majors' Market, **California Market Center**
- Oct 1: **Directives West** Trend Show...by invitation
- Oct 1: **Barbara Fields** Trend Analysis...by invitation
- Oct 4: **CFA Advisory Board Meeting**
- Oct 3- 5: International Textile Show / **California Market Center**
- Oct 8-10: LA Market Week, **Cooper Design Space, The New Mart, California Market Center**
- Oct 8-10: **Designers & Agents** Trade Show, Los Angeles, **The New Mart**
- Oct 8-11: Brand Assembly / **Cooper Design Space**
- Oct 8-11: LA kids Market / **California Market Center**
- Nov 13-14: **REMODE/ Los Angeles** / L.A. Convention Center
- Dec 6: **Los Angeles Business Journal Fashion Industry Awards**
- Dec 12: **California Fashion FOUNDATION** Christmas Party for the Downtown Kids

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