



From the heart of the California Fashion Association



California Fashion Foundation, partnering with the **Black Design Collective** and the **California Manufacturing Technology Corporation**



Defining Your Brand Today
Tuesday, July 19th 4:00pm PST

Exploring:

- **Current Social Media Demographic**
- **The Metaverse today and tomorrow!**
- **Protect yourself and your Trademark in 'the cloud'.**

Speakers:

Ilse Metchek, President, **California Fashion Association**
Deborah Greaves, Partner, **WithersWorldWide**

Registration by Invitation Only

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