

FASHION LAW

We protect your fashion creations with
multidisciplinary expertise in Fashion Law

The fashion industry is constantly evolving. The expansion of digital influence and the growth of e-commerce have further accelerated this market. This movement is very positive; however, it has also brought new challenges, such as copyright infringement resulting from plagiarism and piracy, as well as the need to protect creations. Our Fashion Law practice is multidisciplinary, with support from various areas of the firm, such as Intellectual Property, Civil, and Criminal, to assist our clients on various fronts.

We pioneered the creation of a specialized Fashion Law group in Brazil. Our full-service approach, with multidisciplinary teams, enables you to participate in the fashion market, encompassing the textile, footwear, furniture, technology, design, entertainment, wholesale, retail, luxury, and e-commerce industries, among others. The firm's Fashion Law practice areas are recognized by leading guides.

★ RECOGNITION

Chambers Global
Chambers Brazil
Latin Lawyer 250
Legal 500
Análise Advocacia
Leaders League
WTR 1000 – World Trademark Review
GIR 100 – Global Investigations Review

✓ MAIN SERVICES

- Consulting on all legal aspects related to the fashion and design industries, focusing on copyright, industrial property, trade dress, consumer rights, privacy, and internet regulation.
- Negotiation and preparation of the necessary documentation to ensure ownership and registration of intellectual creations, including development, confidentiality, licensing, and assignment of rights agreements, including sponsorship and franchising.



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information
about the area,
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