



FASHION LAW

The fashion segment has always been in continuous expansion and considering the internet and e-commerce this market has been boosted even further. With this growth also came new challenges for the sector, such as copyright infringements due to plagiarism and piracy and the need to protect creations within the fashion universe. Thus, our Fashion Law practice has a multidisciplinary focus and comprises many areas of our firm, such as Intellectual Property, Civil and Criminal Law, in order to guarantee a comprehensive assistance to our clients and their challenges.

Within this multidisciplinary practice, we provide legal advice on all legal aspects related to the fashion and design industries, especially copyrights and industrial property rights, trade dress, consumer law, privacy, and internet regulation. Our team acts in all stages of negotiation and preparation of the necessary documentation to ensure ownership and registration of intellectual creations, such as contracts for development, confidentiality, production, licensing and assignment of industrial property rights, copyrights and related rights, use of image, contracts for investment, sponsorship and franchising.

We are pioneers in the creation of a team that is specialized in Fashion Law in Brazil. TozziniFreire's full-service practice, with multidisciplinary teams, allows the firm to safely enable and operationalize its participation in the fashion market, including the textile, footwear and accessories industry, furniture industry, technology, design, entertainment events, wholesale trade, retail, luxury goods, e-commerce, among others.

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Partners

/500+

Lawyers

/30

Practice Areas

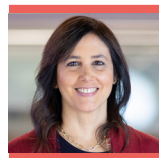
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Industry Groups

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Offices

RECOGNITION



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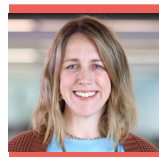
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