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"Dupe Influencers" and Fraudulent Advertising: Trademark Infringement on Social Media

Cardozo Intellectual Property Law Society

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THE INTELLECTUAL PROPERTY LAW
SOCIETY AT CARDOZO PRESENTS



"DUPE INFLUENCERS" AND FRAUDULENT ADVERTISING: TRADEMARK INFRINGEMENT ON SOCIAL MEDIA

What trademark issues arise when influencers advertise counterfeit products on their Instagram and TikTok profiles? This event will focus on the trademark implications associated with counterfeit apparel and accessories in light of fraudulent advertisements and the growing "Dupe Influencer" trend on social media.



Featuring: **Christina Mitropolous**, Director of Brand Protection and Manufacturing Initiatives at the American Apparel and Footwear Association



Moderated by: **Sherry Jetter**, Adjunct Professor of IP Licensing and Fashion Law Drafting at Cardozo and Partner at CRK Law, LLP

Date/Time: Thursday, November 11th from 4:00-6:00pm (presentation to take place from 4:30-5:30) in Room 1008. Dinner and alcohol will be served!

Zoom:

Meeting ID: 745 4969 0043

Passcode: IPLS

