



CARDOZO

Benjamin N. Cardozo School of Law

LARC @ Cardozo Law

Cardozo News 2020

Cardozo News

8-24-2020

Cardozo Faculty Set the Trend in Fashion Law with New Casebook: "The Business and Law of Fashion and Retail"

Benjamin N. Cardozo School of Law

Follow this and additional works at: <https://larc.cardozo.yu.edu/cardozo-news-2020>

Recommended Citation

Benjamin N. Cardozo School of Law, "Cardozo Faculty Set the Trend in Fashion Law with New Casebook: "The Business and Law of Fashion and Retail"" (2020). *Cardozo News 2020*. 74.
<https://larc.cardozo.yu.edu/cardozo-news-2020/74>

This Book is brought to you for free and open access by the Cardozo News at LARC @ Cardozo Law. It has been accepted for inclusion in Cardozo News 2020 by an authorized administrator of LARC @ Cardozo Law. For more information, please contact larc@yu.edu.

Cardozo Faculty Set the Trend in Fashion Law with New Casebook: "The Business and Law of Fashion and Retail"



Professor Barbara Kolsun, Director of Cardozo's FAME Center for fashion, art, media and entertainment law and Cardozo Adjunct professor Douglas Hand co-edited the new casebook on the topic of fashion law and business: *The Business and Law of Fashion and Retail*. Published by Carolina Academic Press, it is the only law and business school casebook which covers not only intellectual property but sustainability, fashion finance, privacy, the new world of advertising, employment and a chapter on comparative international law. The casebook covers the entire fashion law and business ecosystem: entity formation; financing and M&A; sustainability; advertising; influencer and social media marketing; cross-border trade, privacy, employment law and international law considerations.

"This book is a Cardozo labor of love," said Professor Barbara Kolsun. Several other Cardozo faculty and alumni contributed to this work, including Professor Christopher Buccafusco who wrote a chapter on Copyright; Adjunct Professor Sherry Jetter wrote a chapter on Licensing; and Lee Sporn, former adjunct and co-founder of FAME and Cardozo alumna Nancy Sparling Cleveland, founder of the Arts & Entertainment Law Journal, co-wrote a chapter on sustainability.

The FAME Center, an affiliate of Cardozo's Intellectual Property & Information Law Program, offers rigorous academic coursework, as well as externships, clinics and symposia featuring industry leaders and practitioners focused on the practical realities of counseling clients, from startups to Fortune 500 companies.

Students confront business challenges which, in the era of social media and digital access, are evolving faster than ever. The FAME Center provides unique value on the intersection of law and business in the fashion, performing and visual arts, entertainment, sports, industrial design, media, and film industries.

The FAME Center builds on Cardozo's core intellectual property curriculum focused on trademark, copyright, and patent law. Faculty and FAME Board members sponsor events with industry leaders on topics including employment law, technology, digital media, finance, tax, licensing, mergers and acquisitions, compliance, and enforcement. The curriculum has unparalleled subject-specific offerings critical to success in creative industries.