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Event Invitations 2020

Event Invitations

12-1-2020

The B Corporation Certification: What Is It? And How Can It Benefit Your Brand?

Cardozo's Retail & Luxury Alumni Practice Group

Kilpatrick Townsend & Stockton LLP

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A banner image featuring a blue-tinted photograph of a classical building facade with columns and arches. The text 'CARDOZO LAW' is overlaid in white at the top, and 'Alumni Association' is overlaid in white at the bottom. A solid blue vertical bar is on the right side, and a solid blue horizontal bar is at the bottom.

CARDOZO LAW

Alumni Association

Cardozo's Retail & Luxury Alumni Practice Group and
Kilpatrick Townsend & Stockton LLP
invite you to

The B Corporation Certification: What Is It? And How Can It Benefit Your Brand?

**Tuesday, December 1
1:00 - 2:15 p.m. ET**

Hear from our distinguished panelists about what is a Certified B Corporation, how does one become a Certified B Corporation, why brands are choosing to become Certified B Corporations and whether there are marketplace benefits, brand value, drawbacks, or hurdles to becoming a Certified B Corporation.

Moderator

Marc Lieberstein '92

Partner, Kilpatrick Townsend & Stockton LLP

Speakers

Pooja Dindigal

Senior Associate, Business Development, B Lab (B Corp Growth & Activation)

Nicola McDowall, Esq.

Former General Counsel, Online Trading Academy

Kendra Peavy

Vice-President of Communications and Sustainability, S'well Bottle Company

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