

Fashion

Fross Zelnick knows fashion. In an industry flooded with trademarks in Class 25 – the category for clothing – it takes lawyers with deep experience to secure the registrations that define success and profitability. From GAP, Ann Taylor, Bonobos and Louis Vuitton to Escada, Gucci and two-person haute couture houses, our lawyers have searched, registered, managed and defended trademarks for the best names in fashion.

Our knowledge of fashion trademarks is so extensive that our fashion clients look to us for benchmarking advice – to understand when to seek registration for sub-brand names, style names, seasonal slogans and the like. They know that we can advise them on strategies to protect marks for both goods and services, for high-end merchandise as well as low end, and how to protect products sold online as well as through bricks-and-mortar establishments. We have broad experience securing marks internationally, managing international portfolios of fashion marks, knowing when trademark protection is advisable or required for exporting products, and protecting our clients from the risk and damage of counterfeit merchandise reaching the market.

Strengths that Matter to our Clients

With an overabundance of marks in the fashion sector, finding ways to secure and protect new trademarks requires exceptional creativity. We work with clients to devise successful strategies to protect:

- Apparel
- Shoes
- Watches
- Athletic wear
- Ath-leisure wear
- Formal wear
- Online sales and marketing of fashion merchandise

Decisions

Old Navy (Apparel), LLC v. Blissman

Garan Inc. & Garan Services Corp. v. Manimal, LLC

Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.

Hoop Culture, Inc. v. The Gap, Inc.

Body Wisdom Media, Inc. v. Athleta, Inc.

Jumbo Bright Trading Limited v. The Gap, Inc.

Athleta, Inc. v. Pitbull Clothing Co.

Lopez v. Gap, Inc.

Lacoste Alligator S.A. v. Maxoly, Inc.

Athleta, Inc. v. David Sales

Foey v. Gap

Representative Experience

- Clients include Gap, Old Navy, Banana Republic, Athleta, Intermix, Gucci, The Children's Place, Stella McCartney, Lacoste, Jack Wolfskin and more.
- Regularly handle trademark portfolio management and enforcement for major apparel brands.
- Defend countless copyright and trademark infringement claims on behalf of apparel clients.
- Investigate, clear and register clothing trademarks throughout the world.