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The Fashion Law Initiative and the  
*New York Law School Law Review*  
cordially invite you to attend a full-day symposium.

# 2018 FASHION LAW SYMPOSIUM

**WHAT IS REAL?  
AUTHENTICITY, TRANSPARENCY, AND  
TRUST IN THE DIGITAL AGE OF FASHION**

Practitioners, scholars, influencers, and designers will discuss the following topics:

- Anti-counterfeiting enforcement on digital platforms
- The rise of virtual influencers and their impact on the future of social media marketing
- New intellectual property and privacy challenges raised by innovative technologies such as blockchain

Speakers include counsel for **David Yurman, Estée Lauder, Richemont, Salvatore Ferragamo**, and more.

**FRIDAY**  
**OCTOBER 26, 2018**  
**10:30 A.M.—6:00 P.M.**

Registration starts at  
10:30 a.m.

Panels run 11:00 a.m. to  
5:00 p.m. (breakfast and  
lunch provided)

Wine and cheese  
networking reception  
follows

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