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## Apparel, Fashion and Textile

Pryor Cashman's extensive apparel, fashion and textile practice places it among the most prominent industry practitioners in the U.S. Several attorneys at the firm spend most of their time counseling apparel clients throughout the industry, including designers, apparel manufacturers, retail stores (ranging from small boutiques to catalogues and mass retailers), domestic and foreign mills, importers and converters. With the support of the firm's other practice groups, our attorneys have addressed virtually all situations that can arise in connection with apparel-related businesses, including intellectual property issues, corporate transactions, litigation, tax and regulatory matters.

Pryor Cashman's transactional practice has included some of the most significant deals in the apparel market including the:

- Sale of Phat Fashions LLC to Kellwood Co.
- Sale of Salant Corp. to Perry Ellis International Inc.
- Merger of Marisa Christina Inc. with Hampshire Group Ltd.
- Creation of Jennifer Lopez's company, Sweetface Fashions LLC

Over the years, our attorneys have played critical roles in deals involving Sean John, Rocawear and other clothing companies which subsequently emerged as major players. Because of our extensive network of industry contacts, the firm has been able to facilitate and conclude innumerable deals ranging from straight-forward sales and purchases of businesses and particular lines to complex joint ventures and partnerships.

Pryor Cashman also supports the day-to-day operations of clients, drafting and negotiating all types of contracts relied upon throughout the industry, including supply, manufacturing, distribution and sales representative agreements.

Given our strong position as counsel to numerous celebrities in connection with our entertainment practice, we have played leading roles in representing licensors in connection with the exploitation of their valuable intellectual property rights. Luminaries such as Kanye West, Usher, Paula Abdul, Mariah Carey, Tyra Banks, Britney Spears, Russell Simmons and countless other celebrities from the music and film industries have relied on Pryor Cashman for representation in connection with the exploitation of their name, likeness and other valuable intellectual property rights. We also represent an extensive list of licensees which have acquired rights to branded properties in an effort to capitalize on the intrinsic value of branded merchandise in today's market and which utilize our assistance in developing business relationships with celebrities and other owners of high-profile trademarks in the entertainment area.

While we work hard to assist our clients in avoiding disputes, Pryor Cashman also has a dedicated group of litigators to enforce the rights of our clients when a successful resolution cannot be achieved. Our litigators have decades of experience handling all types of apparel industry disputes, including:

- Disputes between joint venturers, partners and shareholders
- Disputes between licensors and licensees
- Supply, distribution and other contract disputes
- Disputes involving intellectual property

The attorneys in our Litigation Group have also successfully handled some of the leading copyright, trademark, trade dress and unfair competition cases around the country and are responsible for many leading decisions.