

Cooley

Fashion, Apparel
& Beauty

A blurred photograph of a store window display at night. The scene is dominated by warm, golden-yellow light emanating from the interior of the store. A mannequin wearing a red dress is visible in the center of the window. The foreground is dark and out of focus, showing a reflection of the light on the pavement. The overall mood is sophisticated and elegant.

A woman with long brown hair and red lipstick is sitting on a chair, wearing a vibrant red suit. She is positioned on the left side of the frame against a solid red background. The text is overlaid on the left side of the image.

Premier full-service firm for companies and investors in the fashion industry

Cooley's fashion, apparel & beauty practice helps clients develop and leverage brand assets that carry significant influence in the marketplace. We have a long history of representing fashion and beauty industry VCs/investors, emerging companies, established brands, ecommerce, brick and mortar businesses, as well as fashtech disruptors and sustainability leaders who are setting new standards for the industry.

With more than four decades of experience representing growth companies, we are often involved at inception, forming companies at the startup stage and working with management to build multibillion-dollar brands. Our firm has unparalleled access to one of the largest and most influential networks of leading VCs, financial institutions and other strategic partners. Our global network includes legal partners and brand ambassadors to hundreds of fashion, apparel and beauty companies.

We deliver practical legal and business solutions that protect our clients' business assets while main-

taining flexibility to make the most of them in an evolving global marketplace. Our lawyers have an in-depth understanding of the key issues such businesses face, including brand positioning and exploitation, trademark, copyright and design protection, product development and distribution, licensing, sponsorship, brand ambassador agreements, media and tech considerations, advertising and supply chain management. We leverage our deep roots in technology to navigate fashion, apparel and beauty brands through cutting-edge ecommerce issues including brand protection, enforcement and expansion, anti-counterfeiting, advertising, media and endorsement laws, data security and privacy protection.

Our full-service platform allows for mission-critical collaboration among lawyers across impact practice areas including intellectual property, litigation, product liability, venture financing, public offerings, technology and media transactions and licensing, commercial litigation, government contracts, privacy and data protection, regulatory and M&A.

Corporate

- Unparalleled access to the largest and most influential network of venture capital investors in the world, which allows Cooley to play an instrumental role in the growth of leading companies across industries
- Deep experience in counseling and negotiating complex product manufacturing, brand and content licensing, and collaboration deals within the US and internationally
- Advise public and private fashion, apparel and beauty companies across all stages of the corporate growth cycle – from inception and funding to exit and beyond
- One of the largest dedicated technology transactions groups in the country, with more than 40 lawyers in the US and Europe dedicated to representing and advising clients on legal and regulatory issues relating to marketing and promotion of cosmetics, apparel, jewelry and other products and services
- #1 most active law firm for VC financings and VC-backed companies in the US and globally for the past decade
- Among the most active law firms for IPOs and M&A deals

Litigation

- 400+ litigators in 16 major business and technology centers worldwide handling high stakes litigation for cutting-edge companies
- Global commercial litigation practice led by sophisticated and aggressive advocates with a long history of solving complex issues that are at the intersection of law and innovation
- Experience litigating in a wide variety of venues, including federal and state courts nationwide, a broad spectrum of administrative tribunals and international arbitral forums and English courts
- Litigation team comprised of lawyers with decades of first-chair trial experience, 50+ former judicial clerks and litigation support professionals with deep discovery and case management experience
- Go-to firm for fashion, apparel and beauty companies facing advertising, consumer, privacy and employment class actions
- Boast one of the country's most active retail restructuring practices

Intellectual Property

- One of the largest dedicated IP practice groups of any law firm in the country with 150+ intellectual property lawyers across the US and Europe
- Fully integrated, full-service practice, providing prosecution, counseling and enforcement services that allow our clients to gain the most value from their IP
- Represent industry leaders seeking to maintain their market positions, as well as innovative startups looking to bring disruptive technologies to market
- Represent clients in complex infringement suits in which core brands and products are at stake
- Global trademark, copyright and advertising team that understands the critical importance of brand identity and advises fashion, apparel and beauty companies on all aspects of building, defending, expanding and monetizing strong IP portfolios that maximize competitive advantage, including licensing, joint development and co-branding relationships
- Regularly called upon to diligence IP assets in connection with high-value financings, mergers, IPOs, licensing and other transactions

Regulatory

- Counsel US and foreign companies on compliance with applicable laws and regulations that govern the cross-border movement of goods, services and technology and affect the way such companies conduct business overseas
- Regularly represent companies in regulatory and legislative matters before federal and state agencies
- Provide advice on all stages of development on a range of product safety, compliance and risk management issues; also provide in-depth advice regarding product labeling requirements, product recalls, insurance and indemnification issues
- Advise on complex global multijurisdictional ecommerce projects covering all aspects of the ecommerce and multi-channel ecosystem and related topics
- Provide advice on all data protection and other regulatory matters relevant for businesses operating in the digital landscape, such as targeted advertising, location and device tracking, and mobile app development
- Represent companies before EU data protection authorities and courts in enforcement actions related to privacy, data protection and cybersecurity, including handling data breaches



Recognition

Accolades

"Best of the Best" for client service and value – BTI Consulting

Tier 1 for Startups and Emerging Companies; Leader in Intellectual Property – Chambers

Litigation Powerhouse – Law360

Leader in Trademark Law – Legal 500

Tier 1 for Venture Capital and Startups – Legal 500

Firm of the Year "Trademark Litigation" and "IP Transactions" – Managing IP

#1 law firm for VC-backed exits (IPO and M&A) – PitchBook

Gold Tier for Trademark Law – World Trademark Review

"Cooley is a powerhouse when it comes to brands" – World Trademark Review

Recent fashion & apparel highlights



Allbirds

Cooley advised sustainable footwear company Allbirds on global trademark and brand protection matters, and we represent the company in all corporate and financing activity, including its recent \$100 million Series E financing; also advised on a brand ambassador arrangement with an A-list celebrity.

Aurate

Cooley represented sustainable handmade jewelry startup Aurate on its \$13 million Series A venture financing and brand ambassador agreement with Kerry Washington.

Charlotte Russe

Cooley advised fashion retailer Charlotte Russe, a former portfolio company of private equity firm Advent International, on a range of issues, including corporate, trademark, employment and class action litigation, including its groundbreaking out-of-court restructuring transaction.

Levi Strauss & Co.

Cooley represented Levi Strauss & Co., the inventor of blue jeans, on its historic \$623 million IPO.

MeUndies

Cooley advises MeUndies, one of the fastest-growing online apparel retailers in the world, on copyright and trademark matters relating to its portfolio throughout the US and abroad and in multiple financing rounds, including its \$7 million Series B financing; also advised on strategic content syndication and advertising agreement.



Poshmark

Cooley advises Poshmark, a fast-growing online marketplace for new or used clothing, including on the development and launch of its marketplace terms.

Rent the Runway

Cooley represented Rent the Runway in multiple financing rounds, including its recent \$125 million Series F financing.

Rothy's

Cooley advised sustainable footwear company Rothys on advertising matters, various influencer and content license agreements and multiple financing rounds, including its \$35 million venture financing.

Stitch Fix

Cooley advised personal shopping service Stitch Fix on its \$120 million IPO, as well as on strategic UK commercial issues.

Victoria's Secret

Cooley successfully defended Victoria's Secret on a trademark and copyright litigation involving its "LOVE MADE ME DO IT" store signs and merchandise.





Recent beauty highlights

Drybar

Cooley advised Drybar, the leading hair salon brand for blowouts, on its agreement to sell its products division, Drybar Products, to Helen of Troy for approximately \$255 million.

Glamsquad

Cooley advises Glamsquad, the leader in on-demand beauty services, on its global brand strategy, including foreign and domestic trademark prosecution, clearance and enforcement, as well as corporate and commercial matters related to post shelter-in-place reopening.

Haus Laboratories

Cooley advised Haus Laboratories, a cosmetics and beauty products provider founded by Lady Gaga, on its company formation, licensing agreements and its recent \$10.4 million Series A financing.

Kim Kardashian West and Kylie Jenner

On behalf of Kim Kardashian West and Kylie Jenner, Cooley advised on long-term strategic partnerships with Coty, a leading beauty company, valued at \$200 million for KKW Beauty and \$600 million for Kylie Cosmetics and Kylie Skin, including cross licenses and services agreements with each of their respective beauty businesses.

Nécessaire

Cooley represents premier clean beauty brand Nécessaire on corporate and commercial matters, including drafting and negotiating domestic and international distribution agreements and strategic partnerships, and advising on marketing, promotion and sweepstakes.

Thrive Capital Partners IV

Cooley advised Thrive Capital Partners IV on its investment in the Series D financing of Glossier, a unicorn startup beauty brand.



Commitment to sustainability

Cooley is proud to serve as a strategic partner to fashion, apparel and beauty brands that are setting new standards for the industry. We represent sustainability leaders across industries, including several of the companies ranked among the Global 100 index of the most sustainable corporations in the world. Like our clients, Cooley is committed to sustainable business practices, which aid in the preservation and protection of the environment.

We conduct a yearly audit of our environmental impact, which informs our decisions on the environmental programs we maintain. We also engage in sustainable commuting, renewable energy, paper and technology recycling and reuse, waste recycling, locally sourced food and alternatives to single-use plastics. In addition, environmental work has long been a cornerstone of our pro bono program.



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