



Seminar presented by the UIA with the support of the Barcelona Bar Association (II·lustre Col·legi de l'Advocacia de Barcelona) – ICAB

The Fashion Industry 2020-2030: Legal Trends and New Challenges

BARCELONA SPAIN

Thursday, June 4 & Friday, June 5, 2020 **#UIAFashionLaw** #ICABFashionLaw www.uianet.org

ORGANISING COMMITTEE

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Introduction

During the last decades, the fashion industry has faced several disruptions which have completely changed the way fashion companies operate in the market. The complexity of this industry has exponentially increased and new relevant matters are arising from a legal perspective due to globalisation and the subsequent internationalisation of brands, the introduction of e-commerce and social networks and the increasing competitiveness amongst the well-established fashion houses (amongst them but also amongst emergent new local brands that are trying to find their spot into the market). This comes at a time when there is a clear shift away from an approach which focused mainly on the product itself to one that now integrates all the other elements of the purchasing process into a unique value proposition to be delivered to customers.

Taking into consideration the constant dynamism of this industry, there are still multiple innovations that have, and which in the upcoming decade will continue to have, a crucial impact on fashion companies and that require a more sophisticated analysis, such as, for instance, the increasing relevance of selective distribution agreements, the challenges presented by globalisation, the introduction of blockchain, the use of 3D printers, artificial intelligence, the use of eco-friendly materials, etc.

The purpose of this seminar is to analyse the **new trends and challenges of the fashion industry for the next decade from a legal standpoint** alongside professional experts, highly recognised university professors of fashion law and in-house counsels of some of the main players in the fashion industry.

Mark your diaries now, save the date and make sure to register! We are looking forward to welcoming you to Barcelona!

The UIA would like to thank the following partners:









Thursday, June 4

15:30 – 16:00 Registration of Participants

Il·lustre Col·legi de l'Advocacia de Barcelona 8th floor, Calle Mallorca 283, 08037 Barcelona

16:00 – 16:15 Welcome and Opening of the Seminar

- María Eugènia GAY ROSELL, President of the Barcelona Bar Association, Barcelona, Spain
- **Jerome ROTH,** UIA President, Munger Tolles & Olson LLP, San Francisco, CA, USA or his Representative
- Ignacio CORBERA DALE, UIA Director of Seminars, Partner at Garriques, London, United Kingdom

16:15 – 16:30 Introduction to the Seminar Topics

- Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain
- Milagros POAL-MANRESA CANTARELL, President of the UIA Contract Law Commission, ADRSynergies, Barcelona, Spain

PART 1. IP Hot-topics for the next Decade in the World of Fashion

16:30 – 17:00 SESSION 1: Blockchain and the Future of Fashion

Blockchain is a disruptive technology offering a wide new range of opportunities for companies. This session will analyse the impact of blockchain for fashion houses from the protection of IP rights to the effective control of distribution networks.

Keynote Speaker: • **Stéphanie DE SMEDT,** Senior Associate at Loyens & Loeff, Leuven, Brussels, Belgium

17:00 – 17:15 3D Printing and Fashion: The case of Noumena

Noumena is a multidisciplinary tech company implementing innovative solutions in the fields of Robotics, 3D printing and Wearable Tech. Mr. Sollazzo, CEO of the company, will explain the future of 3D printing in the fashion industry.

Keynote Speaker: • Aldo SOLLAZZO, CEO and founder of Noumena, Barcelona, Spain

17:15 – 18:00 ROUND TABLE: FashionTech: IP Challenges for the Fashion Industry in the Digital Economy

How to prevent users to print designs in 3D printers? Who is the owner of a design created by an autonomous AI? Can a fashion house purchase data to produce and offer a 100% customized outfit to a consumer? New technologies offer multiplicity of new opportunities but also challenges for fashion houses. This table will analyse this whole new world and its legal benchmark.

Moderator: • Marita DARGALLO NIETO, President of the UIA IP Law Commission, Partner at Buigas, Barcelona, Spain

Speakers:

- Cristina MESA SÁNCHEZ, Principal Associate at Garrigues, Madrid, Spain
- Gavin LLEWELLYN, Immediate Past President of the UIA IP Law Commission, Partner at Stone King LLP, London, United Kingdom
- **Gianpaolo TODISCO,** Partner at Clovers Studio Legale Associato, Milan, Italy
- Anna VILADÁS JENÉ, Partner at Roca Junyent S.L.P, Barcelona, Spain

18:00 – 18:15 Questions & Remarks

18:15 – 18:30 Coffee Break

PART 2. IP and Image Rights a Labor Law Perspective

18:30 – 19:15 SESSION 2: ROUND TABLE – Labour Law Related Issues in the Fashion Industry for the Decade Ahead

Who is the owner of a design? The designer or the fashion house? Shall the fashion house grant a special payment if the design becomes iconic or singularly successful? Who is liable if the design turns to be copied? What is the legal regime applicable to models' image rights? This table will analyse one of the key issues regarding labour law and fashion houses: the ownership of the IP generated by employees.

Moderator: • **Acácio PITA NEGRÃO,** *President of the UIA Labour Law Commission, Plen Sociedade de Advocados, Lisbon, Portugal* **Speakers:**

- Roberto HAYER, Partner at Reber, Zurich, Switzterland
- Bénédicte QUERENET-HAHN, Partner at GGV Avocats Rechtsänwlte, Paris, France
- Montiano MONTEAGUDO, Partner at Uría Menéndez Abogados, S.L.P., Barcelona, Spain
- Patricia MARTÍNEZ-CARRASCO MESA, Directora de la Oficina de Málaga de H&A, Málaga, Spain

19:15 – 19:30 Questions & Remarks

19:30 Welcome Cocktail

Kindly offered by the Il-lustre Col-legi de l'Advocacia de Barcelona

8th floor, Calle Mallorca 283, 08037 Barcelona

Friday, June 5 _

09:00 – 09:30 Registration of Participants

II-lustre Col·legi de l'Advocacia de Barcelona 8th floor, Calle Mallorca 283, 08037 Barcelona

PART 3. Selective Distribution Agreements in the Fashion Industry

09:30 – 10:00 SESSION 3: Selective Distribution Agreements: an Overview of ECJ Case-law

The ECJ has shaped through different rulings the limits of how EU antitrust regulations impact on selective distribution agreements; an essential tool for the commercialization of fashion items. This presentation will offer a didactic review of the evolution of the EU case-law in this particular field.

Keynote Speaker: • Maria de la Paz SOLER MASOTA, Doctor in Law – Doctor in Fine Arts, Full Professor at Universitat Pompeu Fabra, WIPO Arbitrator, Barcelona, Spain

10:00 – 10:45 ROUND TABLE: Selective Distribution Agreements vs. the Raise of E-commerce

E-commerce, the raise of market places and other electronic platforms combined with low transportation costs is one of the main challenges to selective distribution agreements worldwide. The implementation of proper legal instruments (including contractual undertakings and the design of efficient contractual enforcement mechanisms) are key to ensure the integrity of the selective distribution network.

Moderator: • **Milagros POAL-MANRESA CANTARELL,** *President of the UIA Contract Law Commission, ADRsynergies, Barcelona, Spain*

Speakers:

- Alexandru LAZAR, Partner at INTLAW and professor of Fashion Law in ISDE, Barcelona, Spain
- **Stephen SIDKIN,** Partner at Fox Williams, London, United Kingdom

- Pedro CALLOL, Partner at Callol, Coca & Asociados, Madrid, Spain
- Lucilla TALAMAZZI, General Counsel, Pronovias, Barcelona, Spain

10:45 – 11:00 Questions & Answers

11:00 – 11:30 Coffee Break

PART 4. The Decade Ahead: Legal Challenges Facing Fashion Houses

11:30 – 12:00 SESSION 4: The Louboutin Case

Analysis of the ECJ Case No. C-163/16 regarding the trademark protection of the iconic red sole in shoes and its eventual impact in the fashion industry as a new way to protect singularity in the market by means of IP rights.

Keynote Speaker: • Edoardo FANO, University Professor, Milan, Italy / Barcelona, Spain

12:00 – 12:45 ROUND TABLE: The Decade Ahead: Legal Challenges facing Fashion Houses

In this table we will debate about the main role of the in-house counsel of fashion companies and the challenges that they face in the decade ahead:

- the role of the in-house counsel and its relationship with external counsels;
- the raise of e-commerce and the future of physical stores;
- fashion and sustainability; and
- re-structuring operations (M&A transactions, private equity investments, etc.).

Moderator: • Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain

Speakers:

- Jaime LÓPEZ DE VILLAREAL, Legal Counsel in Loewe, Madrid, Spain
- Oliver RIBERA GIL, Legal Counsel in Desigual, Barcelona, Spain
- Fabio MORETTI, Founder Partner at Moretti Burgio Studio Avvocati, Milan, Italy
- Joana WHYTE, Associate at Gali, Macedo & Associados, Lisbon, Portugal

12:45 – 13:00 Questions & Answers

13:00 – 14:30 Networking Lunch

PART 5. Fashion, a Worldwide Industry

14:30 – 15:00 SESSION 5: New INCOTERMS 2020

The new decade arrives with new and updated INCOTERMS, an essential legal tool for a global and changing business as fashion. This session will undertake a practical review of the main changes introduced by this new INCOTERMS 2020.

Keynote Speaker: • **Dr. Christoph OERTEL,** *Brödermann Jahn Rechtsanwaltsgesellschaft mbH, Hamburg, Germany*

15:00 – 15:30 Non-Conformity: An In-House Perspective

• Esteve BULDÚ FREIXA, Legal Counsel in Camper, Palma de Mallorca, Spain

15:30 – 16:15 ROUND TABLE: How to Contractually Deal with Non-Conformity of Goods in the Era of Globalisation

This table will debate about essential matters for the international sale of goods in the fashion sector including:

- The notion of non-conformity in Article 35 CISG
- Some traps to be aware of whenever an international sale of

goods agreement is negotiated: – Notification of non-conformity – Determining the "reasonable time" after which claims are forfeited – Limiting contractually the seller's liability for damages.

Moderator: • Jean-Paul VULLIETY, Immediate Past President of the UIA International Sale of Goods Commission, Lalive, Geneva, Switzerland

Speakers:

- Francisco RAMOS ROMEU, Ramos & Arroyo Abogados, Barcelona, Spain
- Mercè CARAL, Partner at Fieldfisher and Jausas, Barcelona, Spain
- Juan Pablo CORREA DELCASSO, Partner at Ventura Garcés & López-Ibor Abogados, Barcelona, Spain
- Nathalie CAZEAU, Partner at Cazeau & Associés, Paris, France

16:15 – 16:30 Questions & Answers

16:30 – 16:45 Coffee Break

PART 6. Legal Challenges for Young Entrepreneurs to Start a Fashion Business

16:45 – 17:15 SESSION 6: My Experience as Fashion Entrepreneur

Laagam and Avellaneda are true stories of success in the field of fashion starred by young entrepreneurs: Inés Arroyo and Juan Avellaneda. Inés and Juan will explain their experiences based on quality design, stores without stock, social media and crowdfunding finance.

Keynote Speakers: • Inés ARROYO, Founder of Laagam, Barcelona, Spain • Juan AVELLANEDA, Fashion Designer, Founder of Avellaneda, Barcelona, Spain • Noelia MORALES, Founder of Anna Bonny, Professor and Coordinator of the postgraduate in Consuming and Trend Reseach, IED Barcelona, Spain

17:15 – 18:00 ROUND TABLE: Legal Challenges for Young Entrepreneurs to Start a Fashion Business

How can a young entrepreneur start its own fashion business? Budget constraints: the balance between investing in marketing or in legal protection at the onset of a new business. Opportunities and challenges for young entrepreneurs in the fashion industry in 2020.

Moderator: • Victoria GIGANTE PÉREZ, Senior Associate at Garriques, Valencia, Spain

Speakers:

- Pompili ROIGER BELLOSTES, Lawyer and Founder of In-fashion Law Blog, Roiger & Liñan Abogados Asociados, Barcelona, Spain
- Laura ANTONINI, Lawyer at Marimón Abogados, Barcelona, Spain
- Esther GÓMEZ, Lawyer at Grau y Angulo, Barcelona, Spain
- Antonella DI CAMPO COLMENAREZ, Founder of the Fashion Law Institute Spain, Madrid, Spain
- Lidia VIDAL, Uría Menéndez Abogados, S.L.P., Barcelona, Spain

18:00 – 18:15 Questions & Answers

18:15 – 18:30 Closing Remarks

- Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain
- Milagros POAL-MANRESA CANTARELL, President of the UIA Contract Law Commission, ADRSynergies, Barcelona, Spain

20:30 Optional Dinner

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CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used to obtain "Credits" for "Continuing Legal Education" - "Continuing Professional Development" purposes, depending on national rules.

For more information, please contact the UIA.

LANGUAGE

The working language will be English.

REGISTRATION FEES

*Amounts exclusive of VAT	On or before May 5	After May 6		
UIA MEMBER	□ € 340*	□ €390*		
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NON-MEMBER - YOUNG LAWYER (<35) **	□ € 290*	□ €340*		
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Fees include:

- Attendance at all working sessions
- Welcome cocktail on June 4
- Lunch on June 5

- Seminar documentation
- Coffee breaks on June 4 & 5
- The VAT (21%) can be applied to the amount stated above according to the European Directive 2006/112 CE of November 28, 2006. If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.

Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

In order for your name to appear in the list of participants, which will be distributed during the seminar, your registration form must be received by May 25 at the latest. An updated electronic list will be sent by email to all the participants after the seminar.

HOTEL RESERVATION

A limited number of rooms has been pre-booked at a preferential rate. Reservations should be made directly through the hotel. Credit card details must be given in order to secure your reservation. Please note that the number of rooms is limited. We recommend that you proceed with your reservations as soon as possible.

HOTELS RATES

HOTEL ROOM MATE CARLA (4*)

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Double room for single use

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Please download the hotel reservation forms from our Website www.uianet.org

^{**} Please attach proof of age to the registration form to benefit from young lawyers fee.

CANCELLATION AND GENERAL CONDITIONS

CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than May 5, 2020.** No refund will be made for cancellations received after this date.

VISAS

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than May 5, 2020** to ensure there is enough time to obtain a visa.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and total registration fees no later than May 5, 2020.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by **a proof of visa refusal**.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.

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The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

FORCE MAJEURE

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"Force majeure" means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an

insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

PERSONAL DATA PROTECTION

The personal data that you communicate to us shall be processed by the International Association of Lawyers (UIA – Union Internationale des Avocats), with its registered office at 20 rue Drouot, 75009 Paris (Tel: +33 1 44 88 55 66 - Fax: +33 1 44 88 55 77 - privacy@uianet.org), in accordance with Act No. 78-17 of January 6, 1978 relating to data, files and freedoms and Regulation No. 2016/679 on data protection, as of its entry into force on May 25, 2018. Your data will be managed by UIA's General Services, Events and Accounts Section:

- For the purpose of administering your registration for the event and your on-site access to the event;
- In order to pay for the selected services your bank details will be deleted after receipt of your payment;
- In order to communicate information messages from UIA.

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Data relating to your participation in the event shall be stored for a period of 10 years. We are obliged to archive billing data until the end of the period required for our tax and accounting obligations, i.e. for 7 full tax years. We shall store your contact information to keep you informed until you ask us to stop. You have the right to access your data and have it corrected if necessary. You may object to any processing of your data undertaken by us for the purposes of our legitimate interests. If you wish for more information, or to lodge a complaint, please contact CNIL (French Data Protection Authority).

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The Fashion Industry 2020-2030: Legal Trends and New Challenges

BARCELONA, SPAIN

THURSDAY, JUNE 4 & FRIDAY, JUNE 5, 2020

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- If you provide an <u>EU VAT ID number</u>, the VAT will not be charged. For more information, please contact the UIA.
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☐ Lunch – Friday, June 5		
OPTIONAL DINNER		
(not included in the registration fees)		
☐ Optional Dinner – Friday, June 5		
• Please book person(s) for the din	ner € 50 (excl. VAT) x / pe	ers
	Total (C) (Excl. VAT)*	€
TOTAL		
TOTAL (A) Excl. VAT – Registration Fees		€
TOTAL (C) Excl. VAT – Optional Dinner		€
	TOTAL (A + C) Excl. VAT	€
	VAT if applicable (21%)*	€
If	you provide an EU VAT ID number, the VAT will not be charged.	
	TOTAL (A + C + VAT)	€
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The undersigned acknowledges having been informed on page 6 of the registration programme.	ed of the processing of the personal data contained in this form by	UIA, as detailed
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