

# Howard Hogan Talks Fashion and IP Law on Suited Podcast

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Suited

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Partner Howard Hogan recently joined the *Suited* podcast to discuss the latest edition of the book that he co-authored with Gibson Dunn partners Jennifer Bellah Maguire and Meghan Hungate, *Fashion Law and Business: Brands & Retailers*. In conversation with host Kenya Wiley, Howard explored the latest updates to the book, including developments in intellectual property law and AI, and a new chapter on environmental law and sustainability. Howard said that because the U.S. has traditionally leaned toward encouraging competition, fashion and IP lawyers need to be endlessly creative: "The fashion world is really ground zero for all the most interesting questions in intellectual property." "Writing a book is our attempt to get our arms around the most interesting legal issues facing fashion companies and provide readers with a shortcut to finding solutions to the countless challenges that fashion companies and fashion lawyers face." The book, he said, is designed to help readers navigate these complexities. Howard is Chair of our Consumer and Retail Practice Group and a partner in the Intellectual Property Practice Group. Listen here, or wherever you get your podcasts:

<https://podcasts.apple.com/us/podcast/howard-hogan-on-his-latest-fashion-law-book-and-new/id1800028128?i=1000724719045>

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