

[Articles](#)

October 31, 2023

Safeguarding Style: An Examination of Brand Protection in the Fashion and Luxury Industry



Grace Han Stanton, Jared Bryant, and Mira Park authored an article titled "Safeguarding Style: An Examination of Brand Protection in the Fashion and Luxury Industry" for *World Trademark Review's* third quarter special report.

The report examines brand protection in the fashion and luxury industry and discusses the growing regulatory scrutiny of sustainability and green claims in the United States, including the rules promulgated by the USPTO and FTC related to such claims.

[Read the article in the World Trademark Review](#)

Authors

Explore more in

[Intellectual Property Law
Apparel & Footwear](#)

[Trademark, Copyright, Internet & Advertising](#)

[Retail & Consumer Products](#)