

Consumer Brands

At Foster Garvey, we recognize the crucial role consumer products play in daily life. The consumer products sector is expansive and constantly evolving, embracing everything from everyday essentials to products that enhance lifestyles. Our commitment to investors and businesses in this arena is driven by a desire to be leaders in innovation and collaborators with companies that are redefining how we live.

Our Consumer Brands legal services team is uniquely equipped to support investors and businesses determined to make a significant impact. We merge our attorneys' comprehensive legal experience with the ever-changing needs of consumer product brands. This approach empowers our clients to confidently navigate the complex legal landscape and to thrive within it.

We serve a diverse range of clients, including well-established brands, emerging startups and forward-thinking investors across several industry verticals, including:

- Automotive accessories & travel products
- Baby & childcare products
- Consumer electronics
- DIY, craft supplies & musical instruments
- Fashion, apparel & luxury goods
- FemTech & personal care
- Food & beverage
- Furniture & furnishings
- Health, beauty & wellness
- Housewares & homegoods
- Pet products
- Sports & fitness equipment
- Toys, games & educational products
- Vitamins & supplements

Service Contact

Hillary H. Hughes
T 212.965.4527
hillary.hughes@foster.com

Related Professionals

Mio Asami
Joshua A. Bloomgarden
Katherine Cancelliere
Sinjin H.X. Dinh
Peter A. Evalds
Brian A. Fink
Kevin Frisch
Emily Harris Gant
Claire F. Hawkins
Maurice W. Heller
Benjamin J. Hodges
Hillary H. Hughes
Erika G. Johnson
Matthew Kelly
Alina A. Kipnis
John A. Knab
Carrie A. Lofts
Kelly Meltzer
Steven R. Peltin
Jason M. Powell
Arrin K. Richards
Adena Santiago
Ralph A. Simmons
Bandhanjit Singh
Nancy V. Stephens
Renee Stewart
Shannon Rhodes Stokke
Dan Wadkins

Foster Garvey provides a full spectrum of services tailored to consumer brands at various stages of development:

- **Artificial Intelligence:** Integrating our AI expertise, we offer cutting-edge legal solutions in this fast-evolving field. We advise on the legal and regulatory aspects of using AI-powered tools, such as process automation, data aggregation and content creation as well as intellectual property rights related to the use of AI.
- **Business Ventures & Legal Support:** Our team deeply understands the complexities of investing in, launching and growing a consumer product business. We provide extensive legal support, from the initial stages of business formation to managing intricate mergers and acquisitions.
- **Celebrity & Influencer Agreements:** Our entertainment law team specializes in forging partnerships between consumer brands and high-profile figures, such as celebrities, influencers and brand ambassadors, ensuring these collaborations are aligned with brand values and legal standards.
- **Commercial Arrangements:** We manage a broad array of commercial agreements, encompassing confidentiality, R&D, formulation, raw materials, ingredient and packaging supply, manufacturing, distribution, sales, equipment procurement, leasing, financing, third-party logistics, warehousing, and fulfillment.
- **Data Privacy & Protection:** We assist consumer brands in meeting their obligations regarding consumer data collection, use, storage and retention. Our services include mitigating cybersecurity risks and preparing for inquiries from regulatory agencies and affected individuals.
- **Intellectual Property & Anti-Counterfeiting:** Our team offers robust IP protection strategies aimed at safeguarding innovations and mitigating counterfeit issues as well as counseling on infringement and misappropriation claims. We are experienced in all types of intellectual property, including patents, copyrights, trademarks and trade secrets.
- **Marketing & Advertising:** We offer guidance through the rapidly evolving marketing landscape, especially involving

Related Services

Artificial Intelligence
Business & Corporate Finance
Cannabis
Commercial & IP Transactions
Copyright & Trademark
Emerging Companies
Family-Owned & Closely Held Businesses
Fashion & Apparel
Food & Beverage
IP & Technology
Labor, Employment & Immigration
Litigation
Mergers & Acquisitions
Privacy, Cybersecurity & Data Protection
Real Estate, Land Use & Environmental
Sports, Arts & Entertainment
Tax
Yachts, Ships & Submersibles

digital platforms. Our advice covers co-branding, product claims and legal compliance in marketing initiatives.

- **Mergers & Acquisitions:** We provide comprehensive M&A services, including buyouts, spinoffs, cross-border transactions, joint ventures, strategic alliances and reorganizations, representing clients on both the buying and selling sides of transactions.
- **Real Estate & Operations:** We handle a range of property-related issues vital to the consumer products industry, including the acquisition and leasing of manufacturing facilities, offices and warehouses.
- **Regulatory Compliance & Safety:** Our attorneys ensure clients comply with industry-specific regulations, including nutrition panels, ingredient lists, product claims and certifications for food, beverage and supplement brands, maintaining high standards of safety and quality in their products. We also counsel on website accessibility and compliance with the Americans with Disabilities Act (ADA), California's Proposition 65, mislabeling, misbranding and false advertising claims.
- **Strategic Partnerships & Joint Ventures:** We aid in the formation of strategic alliances, partnerships and joint ventures, leveraging our capabilities to navigate the intricacies of these collaborations.

We pride ourselves on being more than legal advisors. Our team engages deeply with our clients, understanding their business goals and propelling their visions forward. Our Consumer Brands team members are recognized for their industry knowledge and dedication to client service.

Our goal is to create enduring partnerships that drive success, not just to provide services.