

**ialci law of luxury goods & fashion series:  
How to market through celebrities & music bands –publicity rights, product placement  
& endorsement deals**

Timing: Morning, Tuesday, 22 July 2014

Venue: Pullman London St Pancras 4 stars hotel



*Final agenda*

8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chair's opening remarks**

**Annabelle Gauberti**, ialci President and Founding Partner, Crefovi

9.05 - 9.35 **How brand ambassadors maximise the potential of luxury products**

*Endorsement contracts and partnerships – Finding the right brand ambassadors – How to strategize a successful brand partnership with sports or entertainment celebrities and events.*

**Nicolas Burgener**, Chief Legal Officer, Audemars Piguet

9.35 - 10.05 **Case study - Peroni: a fashion-conscious & musically-edgy Italian brewer**

*Case study on the most skilled brewer to give its brand a fashion image and music-friendly edge. What is the process for licensing existing music tracks in campaigns such as Peroni's "storie di stile"? What issues do brands like Peroni encounter, when using music in "Above the Line" advertising campaigns? How do brands resolve these?*

**Richard Kirstein**, Founding Partner, Resilient Music

10.05- 10.35 **Marketing through celebrities - publicity rights, product placement & endorsement**

*What are publicity rights? How to broker an endorsement agreement or product placement deal, while respecting the publicity rights of a celebrity? Can a brand owner stop an unauthorised product placement? What are the most important clauses to negotiate in an endorsement transaction?*

**Amy Goldsmith**, Partner, Tarter Krinsky & Drogin

Questions and comments from the floor with chair and **Nicolas Burgener**, Chief Legal Officer, Audemars Piguet, and with the participation of **Bénédicte Roumy**, General Counsel "Copyright", Chanel

10.35 - 10.40 **Chair's closing remarks**

**Annabelle Gauberti**, ialci President and Founding Partner, Crefovi

10.40 - 11.10 Tea, coffee, macaroons and mini pastries kindly provided by Ladurée

11.10 - 11.15 **Chair's opening remarks**

**Melissa Morgia**, ialci Member of the Executive Committee -responsible for the UK – and Counsel, BBC

11.15 - 11.45 **How to foster fruitful relationships between fashion designers and brands**

*The impact of designer collaborations. How fashion designers and brands profit from collaborations.*

**Matthew Drinkwater**, Head of Fashion Innovation Agency, Centre for Fashion Enterprise

11.45 - 12.15 **How to value a musical artist's brand, in the context of a fashion or luxury project or deal?**

*What are the methods to assess the value of a musical artist's brand? How to value the music catalogue, the future royalties percentage, in the context of a licensing deal with a fashion or luxury company? What other options are opened, for musical artists who want to collaborate with the fashion world?*

**Austin Jacobs**, Partner, Prager Fenton

12.15 - 12.45 **What to do when celebrities get it all wrong? How brands can protect themselves from "damaged reputation" spillage**

*What are the options for brands, should a brand ambassador behave in an appropriate manner, become "non-operational" or die? How to put in place a crisis management process in case something goes wrong with the image and reputation of a brand ambassador?*

**Annabelle Gauberti**, Founding Partner Crefovi

12.45 - 13.15 **Case study – How Courvoisier's cognac got recognition thanks to rap & rappers**

*A top marketing officer sets out the challenges facing a brand like Courvoisier, when this luxury Cognac brand decided to hire some top rappers to advertise its spirits around the world.*

**Malcolm Gaskin**, Chief Executive Officer, Idea Mine

Questions and comments from the floor with the participation of **Valérie Sonnier**, Global Intellectual Property Director, LVMH

13.15- 13.20 **Chair's and ialci closing remarks**

**Melissa Morgia**, ialci Member of the Executive Committee - responsible for the UK – and Counsel, BBC

**Annabelle Gauberti**, ialci President and Founding Partner, Crefovi