

Steptoe & Johnson LLP

China Central Place, 29th Floor,
Tower 2
79 Jianguo Road, Chaoyang
District
Beijing, 100025
Tel: +86 10 5834 1000
Fax: +86 10 5969 6099

Avenue Louise 489
3rd Floor
B-1050 Brussels
Belgium
Tel: +32 2 626 0500
Fax: +32 2 626 0510

115 South LaSalle Street
Suite 3100
Chicago, IL 60603
Tel: 312.577.1300
Fax: 312.577.1370

2121 Avenue of the Stars
Suite 2800
Los Angeles, CA 90067
Tel: 310.734.3200
Fax: 310.734.3300

633 West Fifth Street
Suite 700
Los Angeles, CA 90071
Tel: 213.439.9400
Fax: 213.439.9599

1114 Avenue of the Americas
New York, NY 10036
Tel: 212.506.3900
Fax: 212.506.3950

201 E. Washington Street
Suite 1600
Phoenix, AZ 85004
Tel: 602.257.5200
Fax: 602.257.5299

1330 Connecticut Avenue, NW
Washington, DC 20036
Tel: 202.429.3000
Fax: 202.429.3902

Steptoe & Johnson

99 Gresham Street
London, EC2V 7NG
England
Tel: +44 20 7367 8000
Fax: +44 20 7367 8001

Consumer Products/Apparel

We have considerable experience representing retailers and manufacturers in disputes involving trademarks, trade dress, counterfeiting, gray market imports, copyrights, patents, and unfair competition claims, as well as a range of other commercial litigation and business tort claims.

We have also successfully defended and advised retailers in disputes involving false, deceptive, and unfair advertising; comparative advertising; consumer fraud (including claims under California's Unfair Competition Law, Calif. Bus. & Prof. Code § 17200); trade libel; and other claims concerning commercial speech, advertising, and marketing.

We have advised retailers and manufacturers regarding compliance with federal and state laws and regulations involving consumer product safety, food and dietary supplement labeling and packing, in-store price displays and scanner requirements, Internet sales and home delivery of groceries and alcoholic beverages, and numerous other regulatory compliance issues.

The firm's attorneys have represented retailers and manufacturers in intellectual property licensing and assignments, patent and trademark applications, distribution, supplier and customer contracts, development and joint-venture agreements, and a wide range of other transactions involving consumer goods.

We also have considerable experience in anti-dumping and other international trade disputes involving consumer products and manufacturing materials.