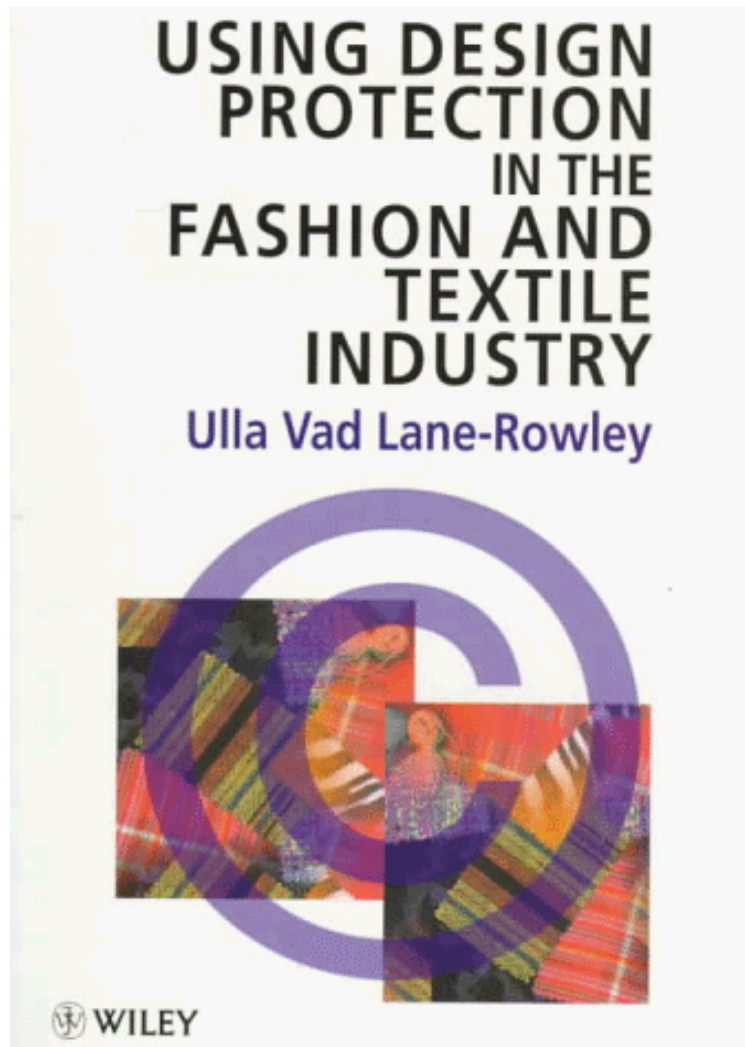


## Using Design Protection in the Fashion Industry

*Ulla Vad Lane-Rowley*

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**Ulla Vad Lane-Rowley : Using Design Protection in the Fashion Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Using Design Protection in the Fashion Industry:

An introductory guide to protecting design and innovative textiles There are a growing number of UK copyright cases reported by the fashion trade press and financial papers indicating that many companies and their advisors still do not realise the advantages of the protection available and standards applied in this field. This guide will aim to solve this problem by providing an up-to-date framework and understanding of the legal rights offered to protect the clothing and textile industry. Questions which will be answered include: Why be concerned with design protection? What do

copyright, patent, trademark and design rights cover? Who owns design? How can a business use the law efficiently in today's competitive environment? What are the costs, time and registration procedures involved? Complete with numerous case studies and examples, *Using Design Protection in the Fashion and Textile Industry* is a clear and easily accessible introduction for non-lawyers and lawyers alike.

From the Publisher Writing with inside knowledge of the fashion industry, and with authoritative source material, the author has prepared an extremely practical refreshingly direct guide to the concerns of the industry. The text is clear and concise with illustrations and numerous case studies from the major retailers.