



Volunteer Lawyers for the Arts  
Presents

# Starting Your Fashion Business

**Date:** Tuesday, September 28th, 2010, 4:00-6:30 pm

**Location:** VLA, One East 53rd Street  
First Floor Auditorium, NY, NY 10022

This workshop provides valuable information about starting a business in fashion, apparel, and design, including jewelry. This class will cover important issues that every fashion and design entrepreneur needs to know including: selecting and forming a business entity; using a business plan; financing; common issues in product development, production, marketing, and sales; regulatory issues and business licenses; branding, licensing, and intellectual property (copyrights, trademarks, and design patents); and contracts.

**To register**, please complete this registration form. **All registration fees are non-refundable.** Please note, you are not registered until full payment is received. You will receive a confirmation email approximately one week prior to the class. For more information, please call Kathleen Mallaney at 212.319.2787 x12

<b>Registration Fees:</b> (There is an additional <b>\$10 fee</b> if you register the day of the class) <input type="checkbox"/> Arts Professional VLA Member: \$75 <input type="checkbox"/> Arts Professional Non-Member: \$100 <input type="checkbox"/> Full-Time Student: \$20 (must bring valid student I.D. to class) <input type="checkbox"/> Legal Professional VLA Member: \$125 <input type="checkbox"/> Legal Professional Non-Member: \$175 <input type="checkbox"/> Additional individuals from the same start-up organization may register for an additional \$25 each	<b>Instructor:</b>  Elena M. Paul, Esq. VLA Executive Director  <b>Please see reverse for additional biographical information.</b>
Name: _____ <input type="checkbox"/> Legal Professional <input type="checkbox"/> Artist <input type="checkbox"/> Organization	
Phone: _____ E-mail: _____	
Address/ City/ State/ Zip: _____	
Organization: _____ <b>Workshop Date:</b> _____	
<b>Payment Type:</b> <b>Check:</b> Please <b>mail</b> this form along with your check payable to "Volunteer Lawyers for the Arts" to our address listed below <b>Credit Card:</b> Please provide info below & <b>fax</b> to 212.752.6575, or <b>mail</b> to our address below <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	
Card# _____ Exp. Date: ____/____ Signature: _____	Amount Paid: \$ _____

How did you hear about this class?  Facebook  Myspace  Twitter  VLA e-blast  VLA Website  Other \_\_\_\_\_



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### Instructor Bio:

**Elena M. Paul, Esq.**, is the Executive Director of the Volunteer Lawyers for the Arts (VLA), the leading provider of pro bono legal services, educational programs, and advocacy to the arts community. In addition to overseeing VLA's programs and services, Ms. Paul counsels and represents artists and arts organizations, specializing in corporate and contractual matters. She also serves as development consultant for various cultural and arts projects in addition to television, film and theatrical productions. Ms. Paul creates many of VLA's original programs, including the VLA Clinic; the Statewide Service Initiative; the VLA Legal and Business Boot Camp for Arts Professionals; and Ask the Lawyer. Ms. Paul lectures nationally on a variety of arts and entertainment topics, including contracts for arts professionals, intellectual property, fundraising and institutional development, creating nonprofit, tax-exempt corporations, and forming for-profit arts businesses. Ms. Paul serves as an Adjunct Professor at the New York Film Academy as well as the Brooklyn Law School. She also serves on the Board of the Friends of the French Culinary Institute and was appointed to the Art Collection Advisory Committee for Davidson College.

Prior to joining VLA, Ms. Paul was the Executive Director of Washington Area Lawyers for the Arts (WALA). Ms. Paul also counseled and represented clients at WALA, specializing in corporate and contract matters. In 1998, she restructured WALA's client services into a clinical format and expanded the law student internship program to include client representation, legal research and writing opportunities. Before joining WALA in August 1998, Ms. Paul acted as University Counsel in the Office of the President at the University of Maryland, College Park. In that position, Ms. Paul was responsible for the legal aspects of all of the University's major transactions, contracts, construction, and real estate projects, including handling the largest procurement to date in the State of Maryland (\$750 million). Prior to this position, Ms. Paul served as an attorney at two major national law firms in DC, Patton Boggs and Bryan Cave, where she practiced corporate and real estate law.

Ms. Paul grew up in Gainesville, Florida and graduated from the Gainesville Public High School. She received her Bachelor of Arts in Economics from Davidson College, phi beta kappa, and her Juris Doctor from Harvard Law School. In 2000, Ms. Paul was elected to serve as a Wasserstein Public Interest Fellow at Harvard Law School.