



Volunteer Lawyers for the Arts  
presents

# Starting Your Fashion Business

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.

Please see reverse side for dates, times, and location.

**To register**, please complete this registration form. **All registration fees are non-refundable.** There is an additional \$10 late registration fee if you register the day of the class. For more information, please call our ArtLaw Line at 212.319.2787 x 1

**Registration Fees:** (includes free e-book)  
(There is an additional \$10 fee if you register day of the class)

- Full Time Student (Valid I.D.): \$25
- Arts Professional VLA Member: \$75
- Arts Professional Non-VLA member: \$100
- VLA Legal Professional Member: \$125
- Legal Professional Non-Member: \$175

**Instructor:**

Elena M. Paul, Esq.  
VLA Executive Director

Please see reverse for additional biographical information.

Name: \_\_\_\_\_  Legal Professional  Artist  Organization

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address, City, Zip: \_\_\_\_\_

Organization: \_\_\_\_\_ **Workshop Date:** \_\_\_\_\_

**1. To Pay By Check:** Please **mail** this form along with your check payable to “Volunteer Lawyers for the Arts” to our address listed below.

**2. To pay by Credit Card:** Please provide info below & **fax** to 212.752.6575, or **mail** to our address below.

**Please check one:**  American Express  Visa  MasterCard  Discover

Card# \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature: \_\_\_\_\_

**3. Amount Paid:** \$ \_\_\_\_\_

**4. How did you hear about this class?:**

- Facebook  Myspace  Twitter  VLA e-blast
- VLA Website  other \_\_\_\_\_

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## Starting Your Fashion Business

### Upcoming Workshop Dates

May 18, 2010, 4:00 – 6:30 pm \* September 14, 2010, 4:00 – 6:30 pm

**Workshop will be held at VLA, One East 53<sup>rd</sup> Street, 1<sup>st</sup> Floor Auditorium, NY, NY 10022**

### Instructor Bio:

Elena M. Paul, Esq. is the Executive Director of Volunteer Lawyers for the Arts (VLA), the pioneer in arts-related legal aid and educational programming. VLA believes that individual artists and arts organizations deserve access to dedicated legal representation and advocacy to ensure that their voices are heard and that their interests are protected. To achieve these goals, VLA provides pro bono legal representation to low-income artists and nonprofit arts and cultural organizations and many other services to the entire arts community. In addition to being VLA's Chief Executive Officer, Ms. Paul represents clients at VLA on a pro bono basis, acting as general counsel and a legal advisor to nonprofit, tax-exempt arts and cultural organizations, art service organizations, and individual artists specializing in nonprofit governance and corporate matters, strategic planning and risk-management, transactional work and intellectual property, and the management of legal matters placed with outside counsel. She also serves as a development consultant for various cultural, entertainment, and arts projects and productions with a focus on dance, film, and fashion. In her tenure, VLA has enjoyed record growth, program improvement and expansion, and productivity. Ms. Paul creates many of its original programs, including the VLA Legal Clinic; the VLA Legal and Business Boot Camp for Arts Professionals; and Ask the Lawyer. Ms. Paul develops the curriculum for many educational programs and courses, as well as teaching and making presentations at national conferences and educational institutions, including South by Southwest Conference & Festivals (SXSW), The School of Visual Arts, Fashion Institute of Technology, The College Art Association, Lower Manhattan Cultural Council, the New Art Dealers Alliance's Miami Art Fair, Columbia University Law School, and Harvard Law School. Ms. Paul is an Adjunct Professor at the Brooklyn Law School and the New York Film Academy.

Prior to VLA, Ms. Paul was the Executive Director of Washington Area Lawyers for the Arts (WALA), the legal aid organization that serves the arts community throughout the Washington Metropolitan area, including Maryland and Virginia. Ms. Paul also represented clients at WALA, restructured its client services into a clinical format, and expanded the law student internship program to include client representation, legal research, and writing opportunities. Ms. Paul led the creation of a National Coalition of Volunteer Lawyers for the Arts which now meets annually. 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 received her Bachelor of Arts in Economics from Davidson College, *phi beta kappa*, and her Juris Doctor from Harvard Law School. Ms. Paul is a Wasserstein Public Interest Fellow at Harvard Law School; serves on the Board of Directors of the Friends of the French Culinary Institute that raises funds for scholarships; acts as a mentor for The John F. Kennedy Center for the Performing Arts in its Arts in Crisis Program; is a Legal Mentor at SXSW 2010; and is a member of the Art Collection Advisory Committee for Davidson College.