USING **FASHION INNOVATE**

Annenberg School for Communication and Journalism | University of Southern California

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in the fashion industry





trademark protection



DONNA KARAN NEW YORK

GUCCI

BURBERRY

LONDON

CHANEL

HERMÉS PARIS VESAINTAURENT

collection



trademark protection



trademark as design







apparel design is **TOO UTILITARIAN** to qualify for copyright protection









apparel design is TOO UTILITARIAN to qualify for copyright protection





TOO UTILITARIAN?





without ownership there is no incentive to innovate...?



utilitarian objects BECOME ART







creative process







copying & trends



B

/LIVERUNWAY



trendsetters



PRADA

MARC JACOBS



CHANEL I







the street









the street



fast fashion











Why hasn't copying destroyed the fashion industry?

the knock-off



the real thing

Givenchy Gladiator Ankle Boots \$995





Why hasn't copying destroyed the fashion industry?







the virtues of copying

faster establishment of global trends incentives to innovate democratization of fashion



fashion as cultural diplomacy











incentives not to copy

Chanel



self-copying



Personal style for me is about comfort, and it's about finding your own way to wear clothes that relate to your lifestyle and who you gre. —Vera Wang

SimplyVera VERA WANG ONLYAT KOHES

学が





international comparisons





latin america





Union Internationale des Avocats International Association of Lawyers Unión Internacional de Abogados

"Copyright protection is not very interesting from a commercial standpoint"



but confusingly similar product"

"authors rarely seek to deposit their creations under copyright, because slight modifications could allow a competitor to market an original



how do we establish standards for novelty?




















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and RIAA , MPAA ea Bur Census collected from the Information

gross sales of goods



innovative design protection act







COPYRIGHT as a CRUTCH







developing a unique voice investing in your brand embracing remix culture



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