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How Fashion Brands Can Protect Their IP in the Recommerce Market



The fashion industry is responsible for around 10% of global greenhouse gas emissions, but consumers are increasingly prioritizing sustainability in their purchasing decisions.

This is particularly true for younger consumers, many of whom pay more for sustainable goods, which underscores that sustainable fashion and transparency about those efforts will continue to be important in the coming years.

Consumers aren't the only ones asking for carbon-friendly production. Corporate boards are pushing environmental, social, and governance initiatives that factor green production into global processes. In this environment, there are ways that resellers and brands can mitigate intellectual property risks, including with the aid of counsel.

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