

## **MEDIA RELEASE**

### **Keachea Dixon, Gordon Dixon & Company, JA to address Third International Conference of Fashion Incubators 2011**

The Third International Conference of Fashion Incubators will be held at the Parmelia Hilton in Perth from the 11<sup>th</sup> until the 13<sup>th</sup> of September 2011. Keachea Dixon is an attorney licensed in New York and Jamaica and heads up Gordon Dixon & Company's Intellectual Property and Entertainment division, concentrating on copyright, conveyances/real estate, entertainment, information technology, patent and trademark law. She will be addressing the conference on 'How To Manage The Use Of Your Intellectual Property On The Internet To Shape Your Future In The Global Fashion & Design Industries'.

The economic crisis around the world has helped to increase the trend of businesses having an online presence. The fashion industry has not been left behind, but is a leader in the use of the Internet to gain worldwide exposure. Both established and emerging designers use Internet sites such as company websites, blogs, Facebook, LinkedIn, YouTube to gain exposure and increase sales. There are great rewards from the exploitation of the Internet but there is also great cost. Pirates have an easier access to designs and can turnout replicas to the global market more quickly than in the past. Misuse of a designers mark can be used to drive traffic to the website of another. These activities are no longer localized but affect designers globally and swiftly.

Ms Dixon is admitted to the Federal Courts of the Eastern and Southern Districts of New York, has a Master of Law Degree in Intellectual Property (IP), Technology & Commerce from Franklin Pierce Law Centre, is a certified mediator in the area of IP, Technology & Commerce and is knowledgeable in International Development. Prior to becoming a partner at Gordon Dixon & Company, Keachea was in-house counsel for Dillieu Technologies LLC, an IT solutions company with locations in California, Florida and New York.

The conference is being hosted by community organisations Textile Clothing Footwear Resource Centre of WA (TCFWA), designedge Fashion Incubator, TCF Global and the Belmont BEC. These organisations provide those in the fashion, TCF creative industries access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to other small businesses operating in the textile, clothing, footwear & leather industry across Australia and around the globe.

The 3rd International Conference of Fashion Incubators will offer new opportunities for fashion business educators and fashion trade events from around the globe to network, discuss best practice and expand global designer marketing and promotional opportunities. The Conference will aim to build on past successful conferences of International Fashion Incubators held in UK and USA. It will assist the growth and development of fashion industry business educators and those that nurture and support emerging designers, as well as elevating Perth on the international fashion stage.

The event will present challenging speakers at the forefront of the industry as well as a range of practitioners willing to share their experiences and expertise, exhibitors and great opportunities for global networking. The Conference will also announce the establishment of an International Fashion Incubator Organisation.

Conference Convenor, Carol Hanlon said "As well as her work at Gordon Dixon & Company, Keachea is also a Member of International Federation of Business & Professional Women (BPW) and Chairs the Membership Committee of Enterprising and Professional Women - New York. We look forward to her sharing her knowledge of intellectual property within the fashion, design and textile industries."

A list of other speakers for the International Conference of Fashion Incubators can be seen at <http://www.fashionincubators.com/program>

Sponsorship opportunities are still available for the event.

For up to date information on the Conference, please visit [www.fashionincubators.com](http://www.fashionincubators.com), or email [conference@tcfglobal.com](mailto:conference@tcfglobal.com)

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