

## Law360 Features Gina Bibby's Fashion-Tech Focused IP Practice

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Gina Bibby

PARTNER | US

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Fashion tech partner Gina Bibby, who recently joined Withers' Los Angeles office, was featured in the Law360 article, "Withers Nabs Fashion Tech-Focused IP Partner For LA Office" on November 6. In it, Gina discusses her unique intellectual property practice focused on the intersection of fashion and technology and why she chose Withers.

Gina focuses on technology, fashion, and fashion technology, helping clients protect their innovation through patent, copyright, and trademark intellectual property procurement. Regarding the intersection of fashion and technology, Gina finds the innovations in the space very interesting and says in the article, "wearable technology is what jumps to mind for most people first, but the future in this area is actually more along the lines of fabric technology and artificial intelligence related to apparel fitting."

The article features her background as a computer software engineer and big-law litigator, in addition to her in-house patent prosecution experience, which led Gina to start her own fashion technology focused law firm. She attended Fordham University School of Law's Fashion Law Institute and founded a fashion-based nonprofit, The Two Tunics Project, named after "a scripture in the Bible that says if you have two tunics, you're to give one to someone who has none," Gina says in the article. Her fashion technology practice was noticed by a Los Angeles based firm, which is where Gina worked before joining Withers.

"Withers has been the perfect platform for my practice because they understand tech and they certainly understand fashion," Gina told Law360. "They see the vision behind this fashion technology practice."

Read the full article on [Law360](#), which was also featured in the [Law360 IP Hires](#) column on November 8, 2019.


See also, "[Withers expands IP and fashion sector strengths with hire of LA partner Gina Bibby](#)."

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