



## Gina Bibby

PARTNER | LOS ANGELES

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SECRETARY JENNET LISING PERLAS

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Gina is a partner in the corporate team and leads the global [fashion tech](#) practice.

Gina focuses on technology, fashion, and fashion technology, helping clients protect their innovation through commercial agreements, and patent, trademark and copyright procurement and litigation. She leads a global practice focused on advising fashion tech clients on matters involving artificial intelligence (AI), the metaverse, non-fungible tokens (NFTs) and digital assets, corporate formation, venture capital, corporate transactions, real estate, privacy, e-commerce, intellectual property, and more.

Gina routinely handles matters involving data privacy, e-commerce, intellectual property and technology licensing, and intellectual property counseling. She has significant trial experience handling complex intellectual property, unfair competition, and trade secret disputes. Gina is also a registered patent attorney and former computer software engineer.

Prior to joining Withers, Gina practiced in the Silicon Valley offices of AmLaw 50 and AmLaw 100 law firms, where she was recognized by Super Lawyers® as a Rising Star for her intellectual property litigation work. She studied fashion law and fashion-technology law at the Fashion Law Institute's Intensive Program and Silicon Valley Fashion and Technology Program.

In recognition of her innovative fashion tech practice, the Los Angeles Times recognized Gina as a 2024 Beauty and Fashion Visionary and a 2024 Legal Visionary in Intellectual Property, and the American Lawyer named her a 2021 Trailblazer. She is also recognized as a 2021-2023 Minority Leader of Influence and a 2021 Woman of Influence by the Los Angeles Business Journal. She holds a JD from the George Washington University School of Law and a BA in Computer Science and Mathematics from the University of Colorado at Boulder.

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# Talks

- '*Fashion Technology*,' California State University Long Beach Women in Engineering Conference - March 23, 2024, moderator
- '*A Different World - A Cultivated Conversation*,' Southern University Law Center Fashion Law Society Panel - March 22, 2024, speaker
- '*The Possibilities and Perils of Artificial Intelligence - Is the Fashion Industry Ready?*' SOURCING at MAGIC Las Vegas - August 8, 2023, speaker
- '*Examining the CHIPS Act and the Intellectual Property Outcomes for the Tech Sector*,' Women Leaders in IP Law Conference - June 6, 2023, speaker
- Vogue Business Founders' Forum in partnership with Withersworldwide - January 25, 2023, presenter
- '*Fashion and the Law in the Metaverse*,' Pebble Ventures LLC - Metaverse Matters Podcast - July 8, 2022, speaker
- '*How Consumers Will Buy*,' Business of Fashion's Retail Reborn Podcast - April 11, 2022, speaker
- '*Women in Intellectual Property*,' Cal State Long Beach University's 2022 Women in Engineering Conference - April 9, 2022, panelist
- '*Fashion Law*,' The California Fashion Foundation and Santa Monica College Panel - November 10, 2021, speaker
- '*Introduction / Fashion Tech Trends*,' Business of Fashion - September 29, 2021, meeting with Marc Bain
- '*Dolphin Tank: Fashion Tech*,' Virtual event with Springboard Enterprises and New York Fashion Tech Lab - September 22, 2021, speaker
- '*Fashion tech law: A global perspective*,' New York Fashion Tech Lab virtual workshop - June 11, 2021, speaker
- '*Withers talks: cryptocurrency | Ep 11 - NFTs and digital-only fashion*,' Withers podcast - June 9, 2021, speaker
- '*3D Avatars*,' Product Innovation Apparel Spotlight webinar - May 6, 2021, speaker
- '*Legal Framework for AI, Blockchain and Digital Fashion*,' Digital Online Fashion Summit 2021 - March 29, 2021, presenter / speaker
- '*Women in Fashion Law*,' The Fashion Law Edit International Women's Day webinar - March 13, 2021, speaker
- '*Fashion and the Economy: What is the Future*,' Trusteeship International Women's Forum - January 29, 2021, panelist
- '*IP-ish: A Virtual Conference Exploring the Ins and Outs of Intellectual Property Law*,' North Carolina Central University (NCCU) Intellectual Property Law Society - November 6, 2020, speaker
- '*Fashion Design and Intellectual Property*,' Black Design Collective: Fashion & The Law Forum - October 13, 2020, speaker
- '*Fashion Tech Startups: When to Engage Legal Counsel, and Why*,' Fireside Chat with Springboard Enterprises - October 7, 2020, speaker
- '*Dolphin Tank: Fashion Tech*,' Virtual event with Springboard Enterprises and New York Fashion Tech Lab - September 29, 2020, speaker
- '*Privacy and Ownership in the Digital Fashion Space*,' 360 Fashion Network's Digital Fashion Online Summit - March 28, 2020, speaker
- '*Dolphin Tank: Fashion Tech*,' Springboard Enterprises (San Francisco) February 26, 2020, panelist
- '*Women in Fashion Technology Panel*,' Tech Fashion week 2019 (San Francisco) - April 16, 2019, speaker
- '*INNOVISION: Fashion Matrix - Women in Fashion+Tech*,' TECH Fashion Week 2019 - April 2019, speaker
- '*Wear Your Values: Making Fashion a Force for Good*,' The International Association of Advisors in Philanthropy (Los Angeles) - June 18, 2019

## External publications

'The Second Circuit's Metabirkin Dilemma: Constitutionally Protected Artistic Expression or Trademark Misappropriation?' IPWatchdog - November 18, 2024, authored

'Business of Law: 2024 Legal Visionaries,' Los Angeles Times - November 17, 2024, featured

'Four Things Brands Should Consider When Developing AI Protocols,' Vogue Business - October 14, 2024, quoted

'Beauty & Fashion Visionaries: Gina Bibby,' Los Angeles Times - September 14, 2024, featured

'Smart Clothes: Fashion's Forward-Looking Lawyers,' World IP Review - March 4, 2024, quoted

'Chanel Wins \$4M Verdict Against NYC Luxury Reseller,' Law360 - February 9, 2024, quoted

'Chanel Is Taking What Goes Around Comes Around to Court. Here's What to Know,' Vogue Business - January 8, 2024, quoted

'Vogue Business Predicts: 2024 Will See An AI Reckoning,' Vogue Business - January 2, 2024, quoted

'A Remarkable Decision: Why Did the MetaBirkins Maker Get to Keep the Infringing NFTs?' World IP Review - August 2, 2023, quoted

'Mason Rothschild Can Never Sell or Promote Metabirkins NFTs, Judge Says,' Vogue Business - June 26, 2023, quoted

'What the Metabirkins Verdict Means for the Future of Web3 Fashion,' Vogue Business - February 10, 2023, quoted

'A Lot of Gray' for NFT Artists Despite MetaBirkins Jury Verdict,' Bloomberg Law - February 10, 2023, quoted

'What the MetaBirkins Verdict Means for the Future of WEB3 Fashion,' Vogue Business - February 10, 2023, quoted

'Highlights from the 2023 Vogue Business Founders' Forum with Withersworldwide,' Vogue Business - January 30, 2023, featured

'What to Know About the Upcoming Hermes v Metabirkins Trial,' Vogue Business - January 24, 2023, quoted

'Virtual Try-Ons Tools: Can you stop brands trying it on with consumers?' Withers Tech - January 4, 2023, co-authored

'In Pivotal Case, Metabirkins to Move to Trial,' Vogue Business - January 4, 2023, quoted

'Justices Seem Less Receptive to SG's Take on IP Cases,' Law360 - November 10, 2022, quoted

'The NFTs Clause: Are Licensors Waking Up to Digital Use?' World IP Review - October 6, 2022, quoted

'Family fashion dynasties cooperate to protect their brands in the virtual world,' Family Capital - August 23, 2022, quoted

'Will Intellectual Property Issues Sidetrack NFT Adoption?' CoinTelegraph - July 18, 2022, quoted

'A new frontier: brand protection and elevation in the metaverse,' The Brand Protection Professional - June 20, 2022, co-authored

'Nike NFT Suit Tests 'New Frontier' of IP Law in the Metaverse,' Bloomberg Law - April 19, 2022, quoted

'NFT Suits May Blaze New Trail For Trademark Law,' Law360 - April 6, 2022, quoted

'Minority Leaders of Influence: Attorneys,' Los Angeles Business Journal - January 24, 2022, featured

'Ownership in the Metaverse and 2022 Fashion Tech Predictions with Vogue Business,' Vogue Business - January 13, 2022, quoted

'How to trademark the metaverse,' Vogue Business - January 11, 2022, quoted

'2022 fashion-tech predictions,' Vogue Business - January 4, 2022, quoted

'Can using artificial intelligence lead to intellectual property infringement?' Withers Insight - November 19, 2021, co-authored

'Retail and Fashion Technology: Can Using Artificial Intelligence Lead to Intellectual Property Infringement?' Retail TouchPoints - November 5, 2021, co-authored

'How to Make E-Commerce More Accessible,' Business of Fashion - October 29, 2021, quoted

'Withers fashion tech partner Gina Bibby named to The American Lawyer's Trailblazers West list,' Withers Insight - July 2, 2021, quoted

'NFTs: is art mimicking fashion?' Withers insight - May 5, 2021, co-authored

'Women of Influence: Attorneys - Gina Bibby,' Los Angeles Business Journal - April 26, 2021, featured

'What being a 'minority leader of influence' means to me,' Withers Insight - January 29, 2021, co-authored

'Minority Leaders of Influence: Attorneys,' Los Angeles Business Journal - January 25, 2021, featured

'Proposition 24: The impact of California's new consumer privacy law on retail businesses,' Total Retail - January 14, 2021, authored

'Proposition 24: California votes to further restrict companies' use of consumer personal data,' Withers Insight - November 10, 2020, authored

'In this time of the coronavirus, does personal data privacy get thrown out the window?' Withers Insight - March 16 2020, co-authored

'IP Hires: Norton Rose, Irell, Withers, Blankingship,' Law360 - November 8, 2019, quoted

'Law360 Features Gina Bibby's Fashion Tech Focused IP Practice,' Withers Insight - November 7, 2019, quoted

'Withers Nabs Fashion Tech-Focused IP Partner For LA Office,' Law360 - November 6, 2019, quoted

'On the Move: Tracking the Ins and Out of California Lawyers,' Law.com - November 1, 2019, quoted

'Wake Up Call: U.S. News and Best Lawyers Release New Ranking of Law Firms,' Bloomberg Law - November 1, 2019, featured

'Withers adds fashion expert to LA office,' World IP Preview - October 31, 2019, featured

'Withers expands IP and fashion sector strengths with hire of LA partner Gina Bibby,' Withers Insight - October 30, 2019, quoted

## Admissions

State of California

State of Colorado

Federal Circuit Court of Appeals

U.S. District Court for the Northern District of California

U.S. District Court for the Central District of California

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## Education

J.D., The George Washington University Law School, Washington, D.C.

B.A., Computer Science & Mathematics, University of Colorado, Boulder, Colorado

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## Languages

English

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## Memberships

Future Fashion Concepts Advisory Board

The Painted Turtle Board of Directors

Remake Board of Directors

California Fashion Association Advisory Board

American Apparel and Footwear Association

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## Key dates

Year joined: 2019

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