

## Hillary H. Hughes

(she/her)

Principal

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Hillary is a business, food & beverage and CPG, beauty/wellness, sports & entertainment, fashion & apparel and technology attorney.

Hillary represents sports & entertainment talent, entrepreneurs, start-up businesses and established brands as well as angel, venture capital and private equity investors. She serves as the Chair of the firm's Sports, Arts & Entertainment practice and chairs the Food & Beverage practice. Hillary counsels clients on a full range of matters, from day-to-day operational concerns to sophisticated transactions. Like the innovative entrepreneurs, talent and brands she advises, Hillary strives to bring creative yet practical strategies to legal services, assisting clients with brand and asset protection, risk management and dispute resolution. The matters on which Hillary counsels are often cross-border in nature.

The clients of her **business** practice include entrepreneurs, start-up businesses and established brands as well as angel, venture capital and private equity investors. Hillary has a broad transactional background, advising her business clients with a variety of matters, including corporate structure, capital raising and financing, commercial matters, intellectual property matters, mergers and acquisitions and other exit transactions.

Hillary's **food & beverage** and **consumer packaged goods (CPG), beauty/wellness** practice focuses on advising clients in the better-for-you, natural, organic, plant-based, vegan, cultivated, cultured meat or cell-based meat, food tech as well as

### Services

- Business & Corporate Finance
- Artificial Intelligence
- Beauty & Wellness
- Charitable & Tax-Exempt Organizations
- Commercial & IP Transactions
- Communications, Telecom & Media
- Consumer Brands
- Emerging Companies
- Family-Owned & Closely Held Businesses
- Fashion & Apparel
- Food & Beverage
- IP & Technology
- Luxury Law
- Mergers & Acquisitions
- Sports, Arts & Entertainment

### Admissions

- New York, 1998
- Pennsylvania, 2021
- U.S. District Court, Eastern District of New York, 1998
- U.S. District Court, Southern District of New York, 1998

pet food arenas, including brands disrupting their categories and those developing innovative technology. She also serves international brands expanding into the United States, as well as investors and vendors partnering with these brands. She counsels these clients on operational concerns and sophisticated transactions including raising capital, intellectual property development and protection, manufacturing/packing, broker, distribution, supply and other services arrangements as well as on other commercial matters and exit transactions. With the increasing trend of brands and celebrities to partner, Hillary often finds her food & beverage and sports & entertainment practices intersecting and assists brands or their celebrity partners on investment and/or endorsement transactions. The Food & Beverage practice produces a weekly publication focusing on regulatory, market, operations and transactions in the start-up and emerging food & beverage industry called the *Emerging Food & Beverage Update*. Click [here](#) to subscribe.

Hillary's **sports & entertainment** clients include new and established athletes, recording artists, actors, television personalities, writers, producers, journalists, broadcasters, photographers, fashion designers, chefs and talent agents and managers. Her counsel to them spans a broad range of services on matters such as brand and intellectual property protection and licensing, services arrangements, rights acquisition and disposition, entrepreneurship and investment and post-career planning.

Hillary's **fashion & apparel** practice provides a full suite of legal services to designers, manufacturers, distributors and retailers of fashion, jewelry, apparel, footwear and accessory products sold at all price points – from affordable goods to luxury offerings. She regularly advises fashion and apparel clients on launching, investing in, scaling, and protecting their valuable brands in a global marketplace. She provides boutique quality specialized industry knowledge and experience backed by the resources of a full-service mid-sized international law firm. She understands that effective representation involves leveraging a variety of areas of law to accomplish the objectives of the fashion and apparel brands she services.

In Hillary's **artificial intelligence** practice, she combines a passion for innovation with her emerging technology insights to assist clients with unlocking AI's potential while mitigating its legal risks. She works closely with investors and businesses across diverse industries, advising them on AI's legal intricacies so they can make informed decisions about how to responsibly leverage it within their enterprises. Hillary guides her clients across the complex AI landscape by providing counsel in a number of areas that include commercial, intellectual property and corporate transactions.

Her experience also includes handling trial and appellate litigation. Hillary has successfully advocated before the Appellate Division of the State of New York. She has participated in numerous alternative dispute resolution forums involving commercial and tort matters. In addition, Hillary serves as an arbitrator in the Small Claims Part of the Civil Court for the City of New York.

When not serving her clients, Hillary dedicates time to pro bono service to both non-profit organizations and individuals unable to afford legal services and serves as a volunteer to a variety of public charities. Hillary's involvement in the legal community includes membership in local bar associations such as the New York County Lawyers' Association, where she served as chair of its Corporation Law Committee for seven years. She is also a member of the Sports, Entertainment and International Law and Practice Sections of the American, New York State, and New York Women's Bar Associations. Hillary is also a member of the Sports Lawyers Association and the Business Law Section of the American Bar Association, the New York City Bar Association and the Jewish Lawyers Guild.

What clients say about Hillary:

"I was impressed with her ability to grasp the concepts and complexities of our vision. She offered sound legal judgment and showed her business acumen to plan a course of action. It was easy to see she would be tough-minded and direct in business situations and discussions...but also incredibly understanding and compassionate. She has demonstrated outstanding strategic planning advice geared towards the success of major projects and events. She is always thinking "big" picture in our business efforts, but detail analysis is never overlooked. She possesses unquestionable accountability and commitment to objectives."

"Successful negotiations are about attitude, aptitude, strategy, and execution, and Hillary excels on all counts. She is a pleasure to work with - tough-minded but with a sense of humor even in the heat of battle. Even when not in negotiations, Hillary is always "on the case" and her follow-up skills are remarkable.

"I always feel confident that she has my best interests in mind. Hillary always responds to my communication promptly, even occasionally on the weekend when the need has arisen. I've always been confident that she will guide me towards the best decision for each situation."

"It is a pleasure to work with Hillary. She is very thorough, honest, knowledgeable and always makes enough time to work with me on various issues regardless of how big or small they are."

## **Education**

J.D., Louisiana State University Law Center, 1997

B.A., Emory University, 1993

## **Honors & Recognition**

*Chambers USA* (New York) Leading Individual, Media & Entertainment: Advisory, 2021-present

*Chambers USA* (New York) Leading Individual, Media, Entertainment: Film & Television, 2015-2020

*Chambers USA* (New York) Up and Coming Lawyer, Media, Entertainment: Film & Television, 2014

New York Metro Super Lawyers list, 2013-present

- *The New York Times* supplement, New York Women's Edition, 2018-present

*Avenue Magazine*, Top Women Lawyer in New York City, 2011; 2012; 2015

*New York* magazine, Legal Leaders: New York Area's Top Rated Lawyers, 2012

The American Registry, Top Attorney in Entertainment & Sports Law (New York Metro Area), 2013

*The New York Times Magazine*, Top Women Attorney (Metro New York), 2014

Avvo Clients' Choice Award, Recipient, 2017

Martindale-Hubbell

- AV Preeminent Rating, 2010-present
- Bar Register of Preeminent Women Lawyers™

## Professional Activities

Academy of Television Arts & Sciences, Member, 2012-present

- 35th College Television Awards, Judge, February 2014

American Bar Association, Member, 1997-present

Civil Court of the City of New York, Small Claims Part, Arbitrator, 2009-present

Foster Garvey Business & Corporate Finance practice, Chair, 2021-present

Foster Garvey Emerging Companies practice, Chair, 2019-present

Foster Garvey Food & Beverage practice, Chair, 2019-present

Foster Garvey Sports, Arts & Entertainment practice, Chair 2019-present

Garvey Schubert Barer, Emerging Companies practice, Chair, 2011-2019

Garvey Schubert Barer, Food & Beverage practice, Chair, 2016-2019

Garvey Schubert Barer, Arts & Entertainment practice, Chair 2012-2019

Jewish Lawyers Guild, Member, 1999-present

New York City Bar Association, Member, 1999-present

New York County Lawyers Association, Member

- Chair, Corporation Law Committee, 2000-2007

New York State Bar Association, Member, 1997-present

Plant Based Foods Association, Member, 2018-present

The Recording Academy, Member, 2012-present

The Women in Toys Foundation, Member, 2024

### Community Activities

Park Slope Schoolhouse Child Care Center, Inc.

- Chair, Board of Directors, 2012-present
- Vice Chair, 2009-2012

SKIP (Sick Kids Need Involved People) of New York, Inc.

- Member, Board of Directors, 2011-2016
- Member, Junior Advisory Board, 2007-2011

### News

Foster Garvey Recognized Among Nation's Top Firms in 2024 Chambers USA Guide; 20 Attorneys and 10 Practices Ranked  
*Foster Garvey Newsroom*, 6.6.24

Five Attorneys Recognized on 2023 New York Metro Super Lawyers Lists  
*Foster Garvey Newsroom*, 9.22.23

Foster Garvey Receives Honors in 2023 *Chambers USA* Guide; 21 Attorneys and 10 Practices Featured  
*Foster Garvey Newsroom*, 6.1.23

"Women in Finance and the Rise of FemTech" Enters Spotlight at Nutrition Capital Network's 2023 Spring Investor Meeting  
5.4.23

Hillary Hughes Discusses Importance of Legal Security in the Emerging Food Tech Space with  
*Food & Beverage Insider*  
*Food & Beverage Insider*, 10.20.22

Foster Garvey Recognized Among Nation's Leading Law Firms in 2022 *Chambers USA* Guide; 21 Attorneys and 10 Practices Featured  
*Foster Garvey Newsroom*, 6.1.22

Foster Garvey Deepens Food & Beverage Regulatory Experience With Addition of Former FDA Senior Policy Analyst Ralph A. Simmons in Washington, D.C.  
*Foster Garvey Newsroom*, 4.26.22

Foster Garvey Advises Planting Hope in Acquisition of Alternative Rice Brand RightRice from Betterer Foods, Inc.  
*Foster Garvey Newsroom*, 1.20.22

Hillary Hughes Discusses Funding for Female Founders in the Food Business  
11.22

New York Attorneys Recognized in the 2021 New York Metro Super Lawyers List  
*Foster Garvey Newsroom*, 9.30.21

Foster Garvey Named Among Leading Law Firms in *Chambers USA*; Three Attorneys Added to Rankings  
*Foster Garvey Newsroom*, 5.20.21

New York Attorneys Recognized by Super Lawyers in New York Metro  
*Foster Garvey Newsroom*, 10.28.20

Foster Garvey Named Among Top Firms in *Chambers USA*, Including Ranking of Six New Attorneys  
*Foster Garvey Newsroom*, 4.23.20

Hillary Hughes Discusses Key Legal Considerations for the Food & Beverage and CPG Industry on Movers and Shakers Podcast  
*Movers and Shakers with April Wachtel*, 1.8.20

32 Attorneys Named Super Lawyers and Eight Named Rising Stars  
*Foster Garvey Newsroom*, 6.10.19

Foster Garvey Named Among Top Firms in *Chambers USA*, Including Nationwide Ranking in New Focus Area  
*Foster Garvey Newsroom*, 4.25.19

## Speaking Engagements

Entrepreneur Spring Virtual Pitch Competition, presented by Foster Garvey  
Virtual Event  
6.28.23

"Surviving the Next Chapter: Planning for F&B Companies in a Turbulent 2023!"

Event

2.28.23

"The Ins and Outs of Scaling a Food Business," Branchfood Panel Discussion – 2022 Rhode Island Startup Week

Panel Discussion

Virtual Event, 10.6.22

"Legal Issues in Food & Beverage," Presentation at Marcum LLP

Speaking Engagement

New York, NY, 6.21.18

## Legal Alerts

Is Your Super Bowl Marketing Campaign Playing by the Rules? 5 Tips to Help You Avoid Getting a Penalty

1.30.24

The Corporate Transparency Act: New Reporting and Compliance Obligations for Business Clients

6.9.23

FDA Issues Draft Guidance on Naming and Voluntary Nutrient Statements for Plant-Based Milk Alternatives

3.24.23

A New Source of Government-backed Financing For U.S. Food Supply Chain Businesses

3.24.23

Food Allergy Safety Treatment Education and Research Act ("FASTER") - Sesame Update

2.22.23

Planning a Super Bowl Marketing Campaign? 5 Quick Tips for Staying in Bounds and Avoiding Disqualification

1.23.23

Proposed Rule on "Healthy" Labeling

*Foster Garvey Newsroom*, 11.10.22

Judge Strikes Down California Board of Directors Diversity Law

*Foster Garvey Newsroom*, 4.28.22

What Businesses Need to Know About DOJ's New Guidance on Web Accessibility and the American With Disabilities Act

*Foster Garvey Newsroom*, 4.22.22

Start Spreading the News: New York City Small Businesses May Be Eligible for NYC-Specific COVID-19 Relief Funds

4.6.20

Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds

1.23.20

Fair Pay to Play Act: Legislation Allowing NCAA Athlete Compensation Signed into Law by California Gov. Gavin Newsom

10.7.19

"Varsity Blues": Don't Let Morals Clauses Leave Talent in the Red Edit

5.20.19

Disclosing Endorsements on Social Media: General Considerations for FTC Compliance by Brands and Influencers

4.9.19

Recent Verdict Strengthens the Growing Need for Websites to Increase Accessibility to Disabled Individuals

8.14.17

New York "Freelance Isn't Free Act" Set to Go Into Effect

5.8.17

Brand Protection in the Era of Exploding Domains

7.29.15

Music Industry Considering Uniform Weekly Album Release Day

8.15.14

Student Athletes or Employees? The Implications of Student Athletes Unionizing

3.28.14

Spotify Provides New Monetization Opportunity For Music Artists

1.22.14

New California Online Privacy Law Takes Effect on January 1, 2014

12.31.13



Upcoming Availability of Internationalized Domain Names Offers Brand Expansion Opportunities While Posing Cybersquatting Risks  
11.11.09

**Publications**

Tips On Making Unpaid Internships Work  
*Sports & Entertainment Beat Blog*, 6.3.15

Music Industry Considering Uniform Weekly Album Release Day  
*Sports and Entertainment Beat*, 8.15.14