Foster Garvey

Consumer Brands & Goods

Championing the changemakers and disruptors that are redefining how we *live*

We recognize the integral role that consumer products play in daily life, encompassing everything from everyday essentials to products that enhance lifestyles. That's why we're fully committed to supporting the CPG sector and collaborating with the innovators who are shaping our world.

We're uniquely equipped to support investors and businesses determined to make a significant impact. From business formation to IP protection to VC financing and regulatory compliance, we ensure you're positioned for success.

Our attorneys bring comprehensive legal experience and tailor their advice to address the ever-changing needs of consumer product brands, making sure clients are well informed every step of the way. Our goal is to empower you to confidently navigate the complex legal landscape on your business journey and to help you thrive.

We serve a diverse range of clients, including well-established brands, emerging startups and forward-thinking investors across several industry verticals, including:

- Automotive accessories & travel products
- Baby & childcare products
- Consumer electronics
- DIY, craft supplies & musical instruments
- Fashion, apparel & luxury goods
- FemTech & personal care
- Food & beverage
- Furniture & furnishings
- Health, beauty & wellness
- Housewares & homegoods
- Pet products
- Sports & fitness equipment
- Toys, games & educational products
- Vitamins & supplements

Our clients benefit from a full spectrum of services tailored to consumer brands at various stages of development:

© 2026 Foster Garvey PC. All Rights Reserved.

Artificial Intelligence

Integrating our AI expertise, we offer cutting-edge legal solutions in this fast-evolving field. We advise on the legal and regulatory aspects of using AI-powered tools, such as process automation, data aggregation and content creation as well as intellectual property rights related to the use of AI.

Business Ventures & Legal Support

Our team deeply understands the complexities of investing in, launching and growing a consumer product business. We provide extensive legal support, from the initial stages of business formation to managing intricate mergers and acquisitions.

Celebrity & Influencer Agreements

Our entertainment law team specializes in forging partnerships between consumer brands and high-profile figures, such as celebrities, influencers and brand ambassadors, ensuring these collaborations are aligned with brand values and legal standards.

Commercial Arrangements

We manage a broad array of commercial agreements, encompassing confidentiality, R&D, formulation, raw materials, ingredient and packaging supply, manufacturing, distribution, sales, equipment procurement, leasing, financing, third-party logistics, warehousing, and fulfillment.

Data Privacy & Protection

We assist consumer brands in meeting their obligations regarding consumer data collection, use, storage and retention. Our services include mitigating cybersecurity risks and preparing for inquiries from regulatory agencies and affected individuals.

Intellectual Property & Anti-Counterfeiting

Our team offers robust IP protection strategies aimed at safeguarding innovations and mitigating counterfeit issues as well as counseling on infringement and misappropriation claims. We are experienced in all types of intellectual property, including patents, copyrights, trademarks and trade secrets.

Marketing & Advertising

We offer guidance through the rapidly evolving marketing landscape, especially involving digital platforms. Our advice covers co-branding, product claims and legal compliance in marketing initiatives.

Mergers & Acquisitions

© 2026 Foster Garvey PC. All Rights Reserved.

We provide comprehensive M&A services, including buyouts, spinoffs, cross-border transactions, joint ventures, strategic alliances and reorganizations, representing clients on both the buying and selling sides of transactions.

Real Estate & Operations

We handle a range of property-related issues vital to the consumer products industry, including the acquisition and leasing of manufacturing facilities, offices and warehouses.

Regulatory Compliance & Safety

Our attorneys ensure clients comply with industry-specific regulations, including nutrition panels, ingredient lists, product claims and certifications for food, beverage and supplement brands, maintaining high standards of safety and quality in their products. We also counsel on website accessibility and compliance with the Americans with Disabilities Act (ADA), California's Proposition 65, mislabeling, misbranding and false advertising claims.

Strategic Partnerships & Joint Ventures

We aid in the formation of strategic alliances, partnerships and joint ventures, leveraging our capabilities to navigate the intricacies of these collaborations.

We pride ourselves on being more than legal advisors. Our team engages deeply with our clients, understanding their business goals and propelling their visions forward. Our Consumer Brands team members are recognized for their industry knowledge and dedication to client service.

Our goal is to create enduring partnerships that drive success, not just to provide services.

Contact

Hillary H. Hughes

212.965.4527 hillary.hughes@foster.com

© 2026 Foster Garvey PC. All Rights Reserved.