

Hillary H. Hughes

Principal | New York | (she/her)

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Overview

Hillary is a corporate, commercial and sports & entertainment attorney advising consumer brands, investors, and athletes, artists, and creators-including celebrities-on complex transactions and the commercial relationships that drive their businesses.

Consumer Brands & Transactions

Hillary represents emerging and established consumer brands and the investors who support them, including angel investors, family offices, venture capital and private equity firms. Her practice spans the full lifecycle of a business, including formation, capital raising, commercial operations, strategic partnerships, mergers and acquisitions, and other liquidity events.

She regularly structures and negotiates key commercial agreements, including co-manufacturing, supply, distribution, licensing and other brand-driven arrangements, and advises on product development, private label relationships and scaling operations.

Her work focuses on consumer products companies across food and beverage, supplements, beauty and personal care, fashion and apparel, home goods, toys and games, and related categories. She works with innovative brands and category disruptors, as well as international companies expanding into the United States, helping them launch, scale and protect their businesses.

Talent, Sports & Entertainment

Hillary represents athletes, artists and creators-and the teams, leagues, brands and investors that partner with them-on endorsements, licensing, brand development, business ventures and investments across the sports and entertainment ecosystem. Her practice spans traditional sports and entertainment matters across film, television and music (including songwriting, production, performance and touring), as well as literary, culinary, fitness and related industries.

Brand Partnerships & Collaborations

A significant portion of Hillary's practice sits at the intersection of consumer brands and talent. She structures and negotiates endorsement deals, brand collaborations, licensing arrangements and co-branded product initiatives, helping clients capitalize on strategic partnerships while managing legal and commercial risk.

Approach

Hillary is known for combining practical business judgment with creative problem-solving, bringing clarity and execution to complex transactions and strategic initiatives.

Thought Leadership

Hillary curates weekly updates on the news and trends influencing how consumer brands grow, market and protect what they're building. [Subscribe](#) to ensure you never miss an update.

Areas of focus

- [Business](#)
- [Artificial Intelligence](#)
- [Charitable & Tax-Exempt Organizations](#)
- [Communications, Telecom & Media](#)
- [Consumer Brands & Goods](#)
- [Emerging Companies & Venture Capital](#)
- [Family-Owned & Closely Held Businesses](#)
- [Fashion & Apparel](#)
- [Food & Beverage](#)
- [Health, Beauty & Wellness](#)
- [High Net Worth & Luxury Law](#)
- [Intellectual Property Licensing & Transactions](#)
- [Intellectual Property, Privacy & Technology](#)
- [Mergers & Acquisitions](#)
- [Sports & 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

Education

- J.D., Louisiana State University Law Center, 1997
- B.A., Emory University, 1993

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 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.

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.

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 practice, Chair, 2021-present
- Foster Garvey Emerging Companies & Venture Capital practice, Chair, 2019-present
- Foster Garvey Food & Beverage practice, Chair, 2019-present
- Foster Garvey Sports & 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, 2012-2021
 - 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 & Insights

Blog Posts

[Planning a Super Bowl- or Olympics-Themed Marketing Campaign? Quick Tips for Staying in Bounds and Avoiding Disqualification](#)

[02.01.22](#)

[Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds](#)

[01.12.21](#)

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

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["Varsity Blues": Don't Let Morals Clauses Leave Talent in the Red](#)

[05.20.19](#)

[Recent Verdict Strengthens the Growing Need for Websites to Increase Accessibility to Disabled Individuals](#)

[08.30.17](#)

[Brand Protection in the Era of Exploding Domains](#)

[07.29.15](#)

[Tips On Making Unpaid Internships Work](#)

[06.10.15](#)

[Congratulations to S&E client Joey Alexander for his front page feature in The New York Times and Today Show interview!](#)

[05.15.15](#)

[Music Industry Considering Uniform Weekly Album Release Day](#)

[08.15.14](#)

[Spotify Provides New Music Monetization Opportunity for Music Artists](#)

[01.22.14](#)

News

[Foster Garvey Recognized Among Nation's Top Firms in 2026 Chambers USA Guide: 34 Attorneys and 15 Practices Ranked](#)

[06.04.26](#)

[Four Attorneys Recognized in 2025 New York Metro Super Lawyers](#)

[10.30.25](#)

[Hillary Hughes Quoted in Mergers & Acquisitions on Closing Deals in Today's Market](#)

[07.28.25](#)

[Foster Garvey Recognized Among Nation's Top Firms in 2025 Chambers USA Guide; 26 Attorneys and 13 Practices Ranked](#)

[06.05.25](#)

[Six Attorneys Named to 2024 New York Metro Super Lawyers Lists](#)

[10.24.24](#)

[Foster Garvey Recognized Among Nation's Top Firms in 2024 Chambers USA Guide; 20 Attorneys and 10 Practices Ranked](#)

[06.06.24](#)

[Five Attorneys Recognized on 2023 New York Metro Super Lawyers Lists](#)

[09.22.23](#)

[Foster Garvey Receives Honors in 2023 Chambers USA Guide; 21 Attorneys and 10 Practices Featured](#)

[06.01.23](#)

[“Women in Finance and the Rise of FemTech” Enters Spotlight at Nutrition Capital Network’s 2023 Spring Investor Meeting](#)

[05.04.23](#)

[Hillary Hughes Discusses Importance of Legal Security in the Emerging Food Tech Space with 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](#)

[06.01.22](#)

[Foster Garvey Deepens Food & Beverage Regulatory Experience With Addition of Former FDA Senior Policy Analyst Ralph A. Simmons in Washington, D.C.](#)

[04.26.22](#)

[Foster Garvey Advises Planting Hope in Acquisition of Alternative Rice Brand RightRice from Betterer Foods, Inc.](#)

[01.20.22](#)

[Hillary Hughes Discusses Funding for Female Founders in the Food Business](#)

[01.01.22](#)

[New York Attorneys Recognized in the 2021 New York Metro Super Lawyers List](#)

[09.30.21](#)

[Foster Garvey Named Among Leading Law Firms in Chambers USA; Three Attorneys Added to Rankings](#)

[05.20.21](#)

[New York Attorneys Recognized by Super Lawyers in New York Metro](#)

[10.28.20](#)

[Foster Garvey Named Among Top Firms in Chambers USA, Including Ranking of Six New Attorneys](#)

[04.23.20](#)

[Hillary Hughes Discusses Key Legal Considerations for the Food & Beverage and CPG Industry on Movers and Shakers Podcast](#)

[01.08.20](#)

[32 Attorneys Named Super Lawyers and Eight Named Rising Stars](#)

[06.10.19](#)

[Foster Garvey Named Among Top Firms in Chambers USA, Including Nationwide Ranking in New Focus Area](#)

[04.25.19](#)

Events

["Why Legal Strategy Is a Growth Strategy: Protecting Value Before It Costs You Millions," The Badass Women in Business Podcast](#)

[06.22.26](#)

[“Private Label Arrangements: What CPG Brands Should Know Before Signing the Deal,” StartupCPG Podcast](#)

[06.16.26](#)

[“Where CPG Brands Actually Get in Trouble \(and How to Stay Fast Without Getting Burned,” SKU Spring 2026 Track Class](#)

[04.21.26](#)

[“The Legal Catch: What Every Founder Should Know,” Catch+Create Accelerator Talk](#)

[04.15.26](#)

[“Raising Capital & Protecting Your Business,” It’s All Happening Agency Launch Lab](#)

[03.23.26](#)

[“Equity at the Core: Contracts, Compensation & Company Culture,” Naturally Network, Women in CPG Series](#)

[12.02.25](#)

[“Top Legal Claims Against CPG Brands,” StartupCPG](#)

[11.13.25](#)

[“Top 5 Legal Questions Beauty Businesses and Brands Have,” 2025 Sales and Marketing Beauty Conference \(SAMB\)](#)

[11.05.25](#)

[“Current Trends in Legal Claims Against CPG Brands,” SKU Fall 2025 Track Class](#)

[10.21.25](#)

[“Celebrity and Influencer Contracts with Foster Garvey,” The Startup CPG Podcast](#)

[03.25.25](#)

[“Navigating CPG Legal Challenges,” Let’s Eat with Mark A. Samuel](#)

[01.24.25](#)

[“Co-Manufacturing Agreements – Setting up for success or Key Considerations,” Slack](#)

[01.16.25](#)

["The Most Common Claims Against Emerging Brands and How to Avoid Them," SKU](#)

[06.10.24](#)

[Entreprenista Spring Virtual Pitch Competition, presented by Foster Garvey](#)

[06.28.23](#)

["Surviving the Next Chapter: Planning for F&B Companies in a Turbulent 2023!"](#)

[02.28.23](#)

["The Ins and Outs of Scaling a Food Business," Branchfood Panel Discussion - 2022 Rhode Island Startup Week](#)

[10.06.22](#)

["Legal Issues in Food & Beverage," Presentation at Marcum LLP](#)

[06.21.18](#)

Legal Alerts

[California's New Law Standardizing Food Date Labels Takes Effect on July 1, 2026](#)

[04.30.26](#)

[Canada's New Front-of-Package Nutrition Labeling Rules Now in Effect](#)

[04.09.26](#)

[The Non-UPF Program: Emerging Standards and Retail Implications](#)

[03.19.26](#)

[CalRecycle Withdraws SB 54 Draft Rules](#)

[03.12.26](#)

[New Jersey Takes Action on Forever Chemicals in Consumer Products](#)

[02.26.26](#)

[Addressing a Competitor's Unsubstantiated Product Claims in the Food & Beverage and Beauty Industries](#)

[01.29.26](#)

[Play it Smart on Game Day: A Legal Guide to Super Bowl Marketing](#)

01.22.26

Avoid a Penalty Card: The Legal Playbook for World Cup Marketing

01.15.26

The Impact of the New York State Fashion Workers Act

01.08.26

California Adopts First Definition of "Ultra-Processed Foods" and Sets Phase-Out for School Products

12.18.25

Louisiana Mandates QR-Code Disclosure of Certain Food Additives

12.04.25

Texas to Require Warning for Certain Food Additives

11.20.25

FDA Actions on Synthetic Dyes and Natural Alternatives

10.23.25

Canada Targets "Maple Washing" Amid Rising U.S.-Canada Trade Tensions

10.09.25

FDA Issues New Guidance on Lead Risks in Ground Cinnamon

10.02.25

Texas Expands Telemarketing Law to Cover Text Message/SMS Marketing: What Companies Need to Know

09.25.25

Artificial Intelligence: Latest Government Regulations and Copyright Litigation Updates

09.18.25

FDA and USDA Take Action on Ultra-Processed Foods

09.18.25

New Food Laws and Initiatives Set to Shake up the Food Industry

[09.16.25](#)

[FTC Escalates Enforcement Against Cancellation Policies Utilized with Subscription Product Orders](#)

[09.05.25](#)

[California's Plastic Pollution Prevention & Packaging Producer Responsibility Act: Approaching 2025 Reporting Deadline](#)

[07.21.25](#)

[Colorado's EPR Law Enters First Compliance Phase: Reporting Due July 31](#)

[07.14.25](#)

[Minnesota's EPR Law Now in Effect: Businesses Must Confirm Compliance Following July 1 Deadline](#)

[07.09.25](#)

[U.S. Businesses Must Prepare for EU Accessibility Act Compliance by June 28](#)

[06.23.25](#)

[Non-Compliance with Oregon's Extended Producer Responsibility Law May Result in Penalties of \\$25,000 per Day](#)

[05.13.25](#)

[BOGO & Discount Pricing: Are You at Risk of a Class Action?](#)

[04.07.25](#)

[FDA Proposes New Front-of-Pack Nutrition Label](#)

[02.04.25](#)

[Don't Get Benched: 5 Rules for a Winning Super Bowl Campaign](#)

[01.27.25](#)

[FDA Revoking Authorization for Use of Red No. 3 in Food and Ingested Drugs](#)

[01.24.25](#)

[FDA's New Rule for "Healthy" Claim Has Broad Implications for Food Industry](#)

[01.23.25](#)

[Fifth Circuit Lifts Stay of Injunction of CTA](#)

[12.26.24](#)

[New Protections for Freelancers Statewide Under the New York Freelance Isn't Free Act](#)

[08.22.24](#)

[ADA and Online Accessibility: Understanding Compliance for Websites](#)

[08.01.24](#)

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

[01.30.24](#)

[The Corporate Transparency Act: New Reporting and Compliance Obligations for Business Clients](#)

[06.09.23](#)

[A New Source of Government-backed Financing For U.S. Food Supply Chain Businesses](#)

[03.24.23](#)

[FDA Issues Draft Guidance on Naming and Voluntary Nutrient Statements for Plant-Based Milk Alternatives](#)

[03.24.23](#)

[Food Allergy Safety Treatment Education and Research Act \("FASTER"\) – Sesame Update](#)

[02.22.23](#)

[Planning a Super Bowl Marketing Campaign? 5 Quick Tips for Staying in Bounds and Avoiding Disqualification](#)

[01.23.23](#)

[Proposed Rule on "Healthy" Labeling](#)

[11.10.22](#)

[Judge Strikes Down California Board of Directors Diversity Law](#)

[04.28.22](#)

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

04.22.22

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

04.06.20

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

01.23.20

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

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

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

04.09.19

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

08.14.17

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

05.08.17

Brand Protection in the Era of Exploding Domains

07.29.15

Music Industry Considering Uniform Weekly Album Release Day

08.15.14

Student Athletes or Employees? The Implications of Student Athletes Unionizing

03.28.14

Spotify Provides New Monetization Opportunity For Music Artists

[01.22.14](#)

[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](#)

[06.03.15](#)

[Music Industry Considering Uniform Weekly Album Release Day](#)

[08.15.14](#)

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