

In The News

Joshua Bernstein, Vanessa Garcia Co-author *New York Law Journal* Article on Celebrity Non-Competes for Hospitality Ventures

May 8, 2017

Joshua Bernstein and Vanessa Garcia co-authored a *New York Law Journal* article titled, “Co-Branding a Boutique Hotel and Restaurant with a Celebrity Chef,” explaining how hotels and restaurants can safeguard their branding efforts when they tie their property’s image to a celebrity partner. In particular, the authors highlighted the importance of well-crafted non-compete agreements to protect these ventures.

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