

Consumer Products & Luxury Goods

Polsinelli advises luxury, fashion and lifestyle brands, food and beverage companies, and consumer-packaged goods (CPG) manufacturers and business owners on the legal and business issues that shape their success.

Ranked #3 by *PitchBook* among the most active U.S. law firms in consumer goods and services for venture capital deals, we work with companies at every stage — from early growth through expansion and exit — helping them protect brand equity, manage regulatory and workforce risk, and scale in competitive markets.

Integrated Legal Counsel for Consumer and Luxury Brands

- **Corporate & Venture:** We manage the transactions and strategic corporate matters that shape a company's trajectory, including venture financings from early-stage through growth equity, platform and add-on acquisitions, strategic sales, joint ventures, recapitalizations, and licensing and brand commercialization arrangements. As outside general counsel, we stay close to our clients as practical advisors — providing clear, accessible guidance on both day-to-day needs and major inflection points for founders and emerging companies at every stage.
- **Labor & Employment:** Our attorneys advise luxury, fashion and beauty retailers and manufacturers on workforce matters, including hiring, classification, wage and hour compliance, employee policies, workplace investigations and multistate employment strategies, and represent clients in single-plaintiff and class actions in California and other state and federal courts.
- **FDA & Regulatory:** Our attorneys advise on product classification and labeling, health and wellness claims, recall preparedness and enforcement response, plus counsel on FTC advertising standards to ensure that marketing and brand communications are both legally sound and commercially effective. When challenged, whether by competitors, regulators, or plaintiffs' lawyers, we assist our clients with defense of their claims and seek to resolve these challenges expeditiously.
- **Intellectual Property:** We develop and execute comprehensive IP strategies for consumer products companies that protect both product innovation and the brand identity built around it. Our approach spans the full IP lifecycle, from strategic counseling and rights procurement, including trademark and patent prosecution, to ongoing portfolio management and maintenance, and through enforcement and anti-counterfeiting efforts across domestic and international markets.
- **Real Estate:** We advise retailers, franchisors, and global manufacturers on the real estate transactions that support their physical footprint, including retail leasing, flagship store acquisitions, site selection for manufacturing and distribution facilities and related zoning and land-use matters.

Publications

May 7, 2026

Extended Producer Responsibility Laws Expand Across States; Key Compliance Deadlines Approaching

April 30, 2026

Shelf Space: 'Til Debt Do Us Part: Why CPG Startup Founders Should Reconsider Early-Stage Debt Financing

March 26, 2026

Shelf Space: What's Not to Like About Likes? How CPG Founders Can Build Smarter Social Media Strategies That Actually Work

February 26, 2026

Shelf Space: How CPG Founders Can Use Termination Clauses to Stay Flexible

February 9, 2026

Opinion: 2025 Reshaped the FDA. What Will 2026 Hold?

Co-Author, BioSpace

January 29, 2026

Shelf Space: The CPG Advisor Conundrum: Great Fit, Wrong Expectations

January 29, 2026

Are Brand Ambassadors Really Independent Contractors?

January 27, 2026

FDA guidance eases wearables oversight. But experts have questions about what's next.

Quoted, Medtech Dive

January 15, 2026

Industry Says FDA Loosening Regs On Wearable And Digital Products Is Good For Innovation

Quoted, Medtech Insight

January 14, 2026

New York State's Fashion Workers Act Effective Summer 2025

January 8, 2025

Polsinelli Life Sciences Spotlight - Volume 1 - Looking Back, Moving Forward: A Year in Life Sciences

July 9, 2024

The Corporate Transparency Act and Agribusiness and Ag Tech Companies

February 20, 2024

Design Patent vs. Trade Dress: Strategic Considerations for Protecting Product Designs

June 9, 2023

Re-Setting the Balance: Jack Daniels' Properties, Inc. v. VIP Products, LLC

March 24, 2023

Relax Jack...It's Only a Joke!

February 10, 2023

Jury Sides with Hermès in Pivotal NFT Trademark Case

December 2, 2022

National Security Focus on Cybersecurity for Critical Infrastructure Sharpens

Shelf Space

Shelf Space is Polsinelli's initiative focused on supporting consumer packaged goods (CPG) founders and emerging brands at critical stages of growth. Through monthly insights on fundraising, organizational strategy and go-to-market execution, we share practical guidance informed by the realities of building and scaling a brand.

We also host dedicated office hours, offering founders the opportunity to connect with our Venture Capital & Emerging Growth Companies team to explore key considerations as they expand and evolve. These conversations are designed to help position brands for long-term success.

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