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NEWS

Attorney Deborah Greaves Joins Ezra Brutzkus Gubner

For years, Deborah Greaves made headlines by busting counterfeiters trying to knock off **True Religion** jeans, a multimillion-dollar company in Los Angeles where she worked for more than six years as the secretary and general counsel.

When True Religion was purchased in May by **TowerBrook Capital Partners** for \$835 million, Greaves left the company and started her own practice, called **Label Law Inc.**

Now Greaves will be joining the law firm **Ezra Brutzkus Gubner**, starting Sept. 1, while maintaining her Label Law practice.

"I had been talking to Deborah for quite a while and felt there was a lot of synergy and that it would be a very good union," said Mark Brutzkus, a partner with the law firm, known for its work with major apparel, fashion and footwear brands. "Even though we are looking to do the same things, we run in different circles. Her program on the counterfeiting side is phenomenal. There is a lot that can be done with that."

Greaves spent a lot of time tracking down

counterfeiters and was able to apprehend thousands of blue jeans that were made with fake True Religion labels sold at below-market prices at swap meets and retail stores. "Label Law will be less of a legal practice and more of a consulting practice," Greaves said. "We want to be able to consult with clients in intellectual-property strategy, regulatory compliance and help them put together a system and record keeping to keep them from getting into trouble. We will also be giving them some advice about imports and exports and labeling. These are all things that companies need, particularly younger and less-sophisticated companies that need an avenue to get this information but need to do it at an affordable cost."

Recently, Greaves helped launch **Loyola Law School's** fashion law program, where she is an adjunct professor. She serves on the board of directors of **BR4SS**, a men's premium-essential company, and is on the board of directors of **Casa Los Angeles**, a nonprofit corporation providing volunteers to advocate on behalf of foster children.

—Deborah Belgum