

Rachel Shelbourne

Senior Associate
Northern Virginia

Biography

Rachel advises clients on a range of intellectual property, marketing, and complex commercial matters, with a particular focus on the Consumer industry sector.

Rachel has experience representing new startups and global companies alike on domestic and cross-border transactions, and works primarily with brands across fashion & retail, beauty, and food & beverage industries.

In connection with her practice, she frequently structures and negotiates supply chain, distribution, and licensing arrangements. She also regularly provides strategic advice in the field of online marketing and advertising law. Her experience includes counseling on social media, web-based, and in-app marketing, as well as sweepstakes, gift card, and loyalty programs.

In law school, Rachel served as an articles editor for The George Washington Law Review and clerked for a financial services advocacy group. Prior to law school, she worked at another leading law firm and in the United States Senate.

Representative experience

Seconded to a global technology and social media company, responsible for commercial legal and regulatory compliance advice.



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Languages

English

Practices

Intellectual Property
IP and Technology Transactions
Complex Contracting
Marketing and Advertising
Commercial
Trademarks and Brands
Copyright
Domain Names
Communications, Internet, and Media
Trade Secrets and Confidential Know-how

Advising fashion and beauty brands on legal issues relating to supply, distribution, and product development agreements.

Assisting beauty company with brand sponsorship agreements and media releases for New York Fashion Week.

Drafting and negotiating product development and manufacturing agreement for retailer entering the cosmetics space.

Advising global candy and snack food companies on product development and purchase agreements.

Counseling start-up snack food company on distribution and product resale agreements.

Conducting compliance review of large fashion house's e-commerce platform and social media channels.

Latest thinking and events

- Press releases
 - Hogan Lovells counsels Meharry and The Diaspora Human Genomics Institute in academic-industry collaboration to promote genomics research equity
- Press releases
 - Hogan Lovells helps steer landmark global women's soccer agreement for Washington Spirit owner Michele Kang
- News
 - Getting the Deal Through – Luxury and Fashion 2023
- News
 - Consumer NFT Guide
- News
 - Partner Kelly Tubman Hardy and associate Rachel Shelbourne forecast developments in the luxury goods market
- Press releases
 - Hogan Lovells advises Cygna Labs Group on the acquisition of Diamond IP

Industries

Consumer
Automotive and Mobility
Technology and Telecoms
Sports, Media and Entertainment

Areas of focus

Retail and Consumer Goods
Fashion and Luxury Brands
IP Rights in Transactions

Education and admissions

Education

J.D., The George Washington University Law School, with honors, 2018

B.A., Furman University, cum laude, 2013

Bar admissions and qualifications

Virginia
District of Columbia
