

Hillary H. Hughes

(she/her)

Principal

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Hillary is a business, consumer brands, sports & entertainment and technology attorney.

Hillary represents sports & entertainment talent, entrepreneurs, start-up businesses and established brands as well as angel, venture capital and private equity investors. She serves as the Chair of the firm's [Business, Sports & Entertainment](#) and [Consumer Brands](#) practices. Hillary counsels clients on a full range of matters, from day-to-day operational concerns to sophisticated transactions. Like the innovative entrepreneurs, talent and brands she advises, Hillary strives to bring creative yet practical strategies to legal services, assisting clients with brand and asset protection, risk management and dispute resolution. The matters on which she counsels are often cross-border in nature.

The clients of Hillary's practice include entrepreneurs, start-up businesses and established brands as well as angel, venture capital and private equity investors. She has a broad transactional background, advising business clients with a variety of matters, including corporate structure, capital raising and financing, commercial matters, intellectual property matters, mergers and acquisitions and other exit transactions. Hillary works with brands disrupting their categories and those developing innovative technology as well as the investors supporting those brands.

Hillary's Consumer Brands practice focuses on advising clients across a variety of consumer goods sectors, including food & beverage; vitamins, minerals and supplements; pet food and

Services

- Business & Corporate Finance
- Artificial Intelligence
- Beauty & Wellness
- Charitable & Tax-Exempt Organizations
- Commercial & IP Transactions
- Communications, Telecom & Media
- Consumer Brands
- Emerging Companies
- Family-Owned & Closely Held Businesses
- Fashion & Apparel
- Food & Beverage
- IP & Technology
- Luxury Law
- Mergers & Acquisitions
- Sports, Arts & 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

accessories; health, beauty and wellness (including cosmetics and skin care); fashion, apparel, footwear, jewelry, handbags and accessories; consumer electronics; toys and games; housewares and home goods; and more. Her [Food & Beverage](#) practice focuses primarily on better-for-you, natural, organic, plant-based, vegan, cultivated, cultured meat or cell-based meat and food tech category. Hillary's Food & Beverage practice produces a weekly publication focusing on legal and regulatory matters, market trends, operational matters and transactions in the start-up and emerging food & beverage industry called the *Emerging Food & Beverage Update*. Her [Health, Beauty & Wellness](#) practice also produces a weekly publication focusing on that sector. Subscribe [here](#).

Hillary also advises international brands expanding into the United States, as well as investors and vendors partnering with those brands. She counsels these clients on operational concerns and sophisticated transactions including raising capital, intellectual property development and protection, manufacturing/packing, broker, distribution, supply and other services arrangements as well as on other commercial matters and exit transactions. Hillary supports clients on launching, investing in, scaling and protecting their valuable brands in a global marketplace. She provides boutique-quality specialized industry knowledge and experience backed by the resources of a full-service mid-sized law firm. Hillary understands that effective representation involves leveraging a variety of areas of law to accomplish the objectives of the brands she services. With the increasing trend of brands and celebrities to partner, she often finds her Consumer Brands and Sports & Entertainment practices intersecting and assists brands or their celebrity partners on investment and/or endorsement transactions.

Hillary's Sports & Entertainment clients include new and established athletes, recording artists, actors, television personalities, writers, television producers, music producers, songwriters, journalists, broadcasters, photographers, fashion designers, chefs and talent agents and managers. Her counsel to them spans a broad range of services on matters such as brand and intellectual property protection and licensing, services arrangements, rights acquisition and disposition, entrepreneurship and investment and post-career planning.

In Hillary's technology and [Artificial Intelligence](#) practice, she combines a passion for innovation with her emerging technology insights to assist clients with unlocking technology and AI's potential while mitigating its legal risks. She works closely with investors and businesses across diverse industries, advising them on technology and AI's legal intricacies so they can make informed decisions about how to responsibly leverage it within their enterprises. Hillary guides her clients across the complex technology and AI landscape by providing counsel in a number of areas that include commercial, intellectual property and corporate transactions.

When not serving her clients, she dedicates time to pro bono service to both non-profit organizations and individuals unable to afford legal services and serves as a volunteer to a variety of public charities. Hillary's involvement in the legal community includes membership in local bar associations such as the New York County Lawyers' Association, where she served as

chair of its Corporation Law Committee for seven years. She is also a member of the Sports, Entertainment and International Law and Practice Sections of the American, New York State and New York Women's Bar Associations. Hillary is also a member of the Sports Lawyers Association and the Business Law Section of the American Bar Association, the New York City Bar Association and the Jewish Lawyers Guild.

What clients say about Hillary:

"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."

"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 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."

Education

J.D., Louisiana State University Law Center, 1997

B.A., Emory University, 1993

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 & Corporate Finance practice, Chair, 2021-present
- Foster Garvey Emerging Companies practice, Chair, 2019-present
- Foster Garvey Food & Beverage practice, Chair, 2019-present
- Foster Garvey Sports, Arts & 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-present
- 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

Four Attorneys Recognized in 2025 New York Metro Super Lawyers

Foster Garvey Newsroom, 10.30.25

Hillary Hughes Quoted in *Mergers & Acquisitions* on Closing Deals in Today's Market

Mergers & Acquisitions, 7.28.25

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

Foster Garvey Newsroom, 6.5.25

Six Attorneys Named to 2024 New York Metro Super Lawyers Lists

Foster Garvey Newsroom, 10.24.24

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

Foster Garvey Newsroom, 6.6.24

Five Attorneys Recognized on 2023 New York Metro Super Lawyers Lists

Foster Garvey Newsroom, 9.22.23

Foster Garvey Receives Honors in 2023 *Chambers USA* Guide; 21 Attorneys and 10 Practices Featured

Foster Garvey Newsroom, 6.1.23

"Women in Finance and the Rise of FemTech" Enters Spotlight at Nutrition Capital Network's 2023 Spring Investor Meeting

5.4.23

Hillary Hughes Discusses Importance of Legal Security in the Emerging Food Tech Space with *Food & Beverage Insider*

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
Foster Garvey Newsroom, 6.1.22

Foster Garvey Deepens Food & Beverage Regulatory Experience With Addition of Former FDA Senior Policy Analyst Ralph A. Simmons in Washington, D.C.
Foster Garvey Newsroom, 4.26.22

Foster Garvey Advises Planting Hope in Acquisition of Alternative Rice Brand RightRice from Betterer Foods, Inc.
Foster Garvey Newsroom, 1.20.22

Hillary Hughes Discusses Funding for Female Founders in the Food Business
11.22

New York Attorneys Recognized in the 2021 New York Metro Super Lawyers List
Foster Garvey Newsroom, 9.30.21

Foster Garvey Named Among Leading Law Firms in *Chambers USA*; Three Attorneys Added to Rankings
Foster Garvey Newsroom, 5.20.21

New York Attorneys Recognized by Super Lawyers in New York Metro
Foster Garvey Newsroom, 10.28.20

Foster Garvey Named Among Top Firms in *Chambers USA*, Including Ranking of Six New Attorneys
Foster Garvey Newsroom, 4.23.20

Hillary Hughes Discusses Key Legal Considerations for the Food & Beverage and CPG Industry on Movers and Shakers Podcast
Movers and Shakers with April Wachtel, 1.8.20

32 Attorneys Named Super Lawyers and Eight Named Rising Stars
Foster Garvey Newsroom, 6.10.19

Foster Garvey Named Among Top Firms in *Chambers USA*, Including Nationwide Ranking in New Focus Area
Foster Garvey Newsroom, 4.25.19

Speaking Engagements

"Equity at the Core: Contracts, Compensation & Company Culture," Naturally Network, Women in CPG Series

Speaking Engagement

12.2.25

"Top Legal Claims Against CPG Brands," StartupCPG

Speaking Engagement

11.13.25

"Celebrity and Influencer Contracts with Foster Garvey," The Startup CPG Podcast

Podcast

3.25.25

"Navigating CPG Legal Challenges," *Let's Eat* with Mark A. Samuel

Podcast

1.24.25

"Co-Manufacturing Agreements - Setting up for success or Key Considerations," Slack

Event

1.16.25

"The Most Common Claims Against Emerging Brands and How to Avoid Them," SKU

Speaking Engagement

6.10.24

Entrepreneista Spring Virtual Pitch Competition, presented by Foster Garvey

Virtual Event

6.28.23

"Surviving the Next Chapter: Planning for F&B Companies in a Turbulent 2023!"

Event

2.28.23

"The Ins and Outs of Scaling a Food Business," Branchfood Panel Discussion – 2022 Rhode

Island Startup Week

Panel Discussion

Virtual Event, 10.6.22

"Legal Issues in Food & Beverage," Presentation at Marcum LLP

Speaking Engagement

New York, NY, 6.21.18

Legal Alerts

The Non-UPF Program: Emerging Standards and Retail Implications
3.19.26

CalRecycle Withdraws SB 54 Draft Rules
3.12.26

New Jersey Takes Action on Forever Chemicals in Consumer Products
2.26.26

Addressing a Competitor's Unsubstantiated Product Claims in the Food & Beverage and
Beauty Industries
1.29.26

Play it Smart on Game Day: A Legal Guide to Super Bowl Marketing
1.22.26

Avoid a Penalty Card: The Legal Playbook for World Cup Marketing
1.15.26

The Impact of the New York State Fashion Workers Act
1.8.26

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
12.4.25

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
10.9.25

FDA Issues New Guidance on Lead Risks in Ground Cinnamon
10.2.25

Texas Expands Telemarketing Law to Cover Text Message/SMS Marketing: What Companies
Need to Know
9.25.25

Artificial Intelligence: Latest Government Regulations and Copyright Litigation Updates
9.18.25

FDA and USDA Take Action on Ultra-Processed Foods
9.18.25

New Food Laws and Initiatives Set to Shake up the Food Industry
9.16.25

FTC Escalates Enforcement Against Cancellation Policies Utilized with Subscription Product Orders
9.5.25

California's Plastic Pollution Prevention & Packaging Producer Responsibility Act: Approaching 2025 Reporting Deadline
7.21.25

Colorado's EPR Law Enters First Compliance Phase: Reporting Due July 31
7.14.25

Minnesota's EPR Law Now in Effect: Businesses Must Confirm Compliance Following July 1 Deadline
7.9.25

U.S. Businesses Must Prepare for EU Accessibility Act Compliance by June 28
6.23.25

Non-Compliance with Oregon's Extended Producer Responsibility Law May Result in Penalties of \$25,000 per Day
5.13.25

BOGO & Discount Pricing: Are You at Risk of a Class Action?
4.7.25

FDA Proposes New Front-of-Pack Nutrition Label
2.4.25

Don't Get Benched: 5 Rules for a Winning Super Bowl Campaign
1.27.25

FDA Revoking Authorization for Use of Red No. 3 in Food and Ingested Drugs
1.24.25

FDA's New Rule for "Healthy" Claim Has Broad Implications for Food Industry
1.23.25

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
8.22.24

ADA and Online Accessibility: Understanding Compliance for Websites
8.1.24

Is Your Super Bowl Marketing Campaign Playing by the Rules? 5 Tips to Help You Avoid
Getting a Penalty
1.30.24

The Corporate Transparency Act: New Reporting and Compliance Obligations for Business
Clients
6.9.23

A New Source of Government-backed Financing For U.S. Food Supply Chain Businesses
3.24.23

FDA Issues Draft Guidance on Naming and Voluntary Nutrient Statements for Plant-Based Milk
Alternatives
3.24.23

Food Allergy Safety Treatment Education and Research Act ("FASTER") - Sesame Update
2.22.23

Planning a Super Bowl Marketing Campaign? 5 Quick Tips for Staying in Bounds and Avoiding
Disqualification
1.23.23

Proposed Rule on "Healthy" Labeling
Foster Garvey Newsroom, 11.10.22

Judge Strikes Down California Board of Directors Diversity Law
Foster Garvey Newsroom, 4.28.22

What Businesses Need to Know About DOJ's New Guidance on Web Accessibility and the
American With Disabilities Act
Foster Garvey Newsroom, 4.22.22

Start Spreading the News: New York City Small Businesses May Be Eligible for NYC-Specific
COVID-19 Relief Funds
4.6.20

Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds
1.23.20

Fair Pay to Play Act: Legislation Allowing NCAA Athlete Compensation Signed into Law by
California Gov. Gavin Newsom
10.7.19

“Varsity Blues”: Don’t Let Morals Clauses Leave Talent in the Red Edit
5.20.19

Disclosing Endorsements on Social Media: General Considerations for FTC Compliance by
Brands and Influencers
4.9.19

Recent Verdict Strengthens the Growing Need for Websites to Increase Accessibility to
Disabled Individuals
8.14.17

New York “Freelance Isn’t Free Act” Set to Go Into Effect
5.8.17

Brand Protection in the Era of Exploding Domains
7.29.15

Music Industry Considering Uniform Weekly Album Release Day
8.15.14

Student Athletes or Employees? The Implications of Student Athletes Unionizing
3.28.14

Spotify Provides New Monetization Opportunity For Music Artists
1.22.14

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
Sports & Entertainment Beat Blog, 6.3.15

Music Industry Considering Uniform Weekly Album Release Day

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Sports and Entertainment Beat, 8.15.14