



FASHION

KELLEY DRYE FASHION & RETAIL LAW SUMMIT



Thomas Cohn

New Avon Company

Thomas Cohn is Director and Senior Counsel, Sales, Marketing & Government Affairs at New Avon Company in New York City. Mr. Cohn graduated from Yale College and Boston University School of Law, and he was admitted to the New York State Bar in 1999. He is a former Northeast

Regional Director of the Federal Trade Commission and a Board Member of ICMAD and the BBB Serving Metro New York.

Mr. Cohn is responsible for providing legal advice on Avon's sales, marketing, advertising, social media, promotions, merchandising and pricing, including all TV, print, brochure, and online marketing and drafting/negotiating all related contracts. In addition, he is responsible for claims substantiation and challenges, product labeling and packaging review, and contract drafting. He also advises on product innovation, as well as ensuring compliance with all regulatory requirements, including the FTC, FDA and other federal and state regulatory agencies.

Mr. Cohn also advises on direct selling compliance issues, such as FTC/state laws and regulations on multi-level marketing, earnings opportunity, and incentive programs.

Mr. Cohn also coordinates Avon's governmental affairs, working with national trade associations such as ICMAD, DSA and CRN, and served on the task force creating DSA's new self-regulatory program with the Council of Better Business Bureaus.