

Rent the Runway Foundation Launches Project Entrepreneur

FIRM NEWS | 10.30.2015

AlleyWatch recently highlighted the Rent the Runway Foundation, the non-profit arm of Rent the Runway, and the launch of its venture competition and mentorship program designed to support female entrepreneurs. The program is called Project Entrepreneur. Olshan helped design and structure the high profile competition and mentorship program. The competition involves substantial submissions and judging to select the most qualified applicants, who will be provided with an extensive mentorship program. The foundation is backed by a grant by UBS Elevating Entrepreneurs, the financial firm's flagship entrepreneurship program. Olshan provides the legal advice to Rent the Runway and Rent the Runway Foundation. Advertising Partner Andrew Lustigman handled the contest rules; Intellectual Property Partner Mary Grieco provided trademark and website advice; Tax Partner Warren Gleicher provided not for profit advice; and Litigation Partner Kyle Bisceglie coordinated overall legal strategy.

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