



# DEBORAH STEHR

Partner  
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Deborah Stehr joined Outside GC in 2020, bringing over 25 years of transactional and technology experience with a particular focus on the consumer goods industry. Deborah has expertise in structuring both domestic and international arrangements for the manufacture, supply, distribution and sale of goods through wholesale, retail and e-commerce, including all licensing, marketing and advertising of products, as well as in protecting and monetizing brands and intellectual property throughout the product life cycle. Since starting with Outside GC, Deborah has worked with several technology companies to marrow and define rights to data use to protect privacy rights, including [Kickstarter](#), [Tillys](#), [Ingrid & Isabel](#), [The VaanGroup](#), [Farmshelf](#), [Ora](#) and [GetParlor](#), among others. Deborah leverages her legal skills and business acumen to help companies of all sizes unpack complicated legal issues and overcome risk barriers and support growth.

Previously, Deborah spent nearly 15 years working in-house in the apparel, fashion and luxury sectors, protecting and enhancing some of the world's most iconic brands. Her roles included Associate General Counsel for Nine West Group; General Counsel for Candie's, Inc.; and General Counsel and Senior VP of Licensing for Iconix Brand Group, where she led a team responsible for the negotiation and implementation of a wide range of strategic expansion arrangements, including innovative direct-to-retail partnerships for over 30 fashion, accessory, jewelry and home brands. Deborah has also served as external General Counsel for Next Retail Concepts, a SaaS-based technology platform, and for Noble Biomaterials, a technology company that produces silver-infused anti-microbial yarns and fabrics.

## EDUCATION

Northwestern Pritzker School of Law,  
J.D.  
Princeton University, B.A., *magna cum laude*

## SECTORS AND SERVICES

[Advertising, Marketing & Promotions](#)  
[Intellectual Property](#)  
[Technology Transactions](#)  
[E-Commerce & Digital Advertising](#)  
[Media, Entertainment & Sports](#)  
[Retail & Consumer Products](#)

## CREDENTIALS

### Bar Admissions

New York  
New Jersey  
Illinois

Deborah began her legal career at law firms in Chicago and New York, sharpening her skills at Denton LLP (f/k/a Sonnenschein), O'Sullivan Graev and Cooley LLP (f/k/a Kronish Lieb).

Deborah graduated with honors from the Northwestern Pritzker School of Law and earned her undergraduate degree *magna cum laude* from Princeton University, where she also received a prize in the Politics department for original research performed in connection with her senior thesis. She is a member of the New York, New Jersey and Illinois bars. Deborah lives in Montclair with her husband and teenage son and daughter. For the past 10 years, Deborah has served as the President of the regional Princeton alumni association and as a strategic advisor and fundraiser for a variety of local organizations, including Essex County CASA. When not working, she is an avid tennis player and skier and is passionate about protecting animals and wildlife.