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Husch Blackwell Negotiates Collaboration Agreement for MYSTERY RANCH with Dior

Husch Blackwell represented Bozeman, Montana-based backpack and bag manufacturer MYSTERY RANCH in negotiating a unique collaboration agreement with French fashion house Dior for backpacks, saddle bags, belt bags, and other goods. LVMH-owned Dior began selling the goods as part of its Summer 2023 collection.

The Dior x MYSTERY RANCH goods feature a collaborative logo bearing the name of both companies. The backpacks and belt bags include MYSTERY RANCH's signature Y-shaped, three-zipper trade dress configuration, licensed to Dior as part of the collaboration.

“This collaboration is a testament to two companies that care deeply about their crafts and the communities they serve,” said Dana Gleason, founder of MYSTERY RANCH. “Working with companies like Dior is the ultimate recognition that we are doing what we set out to do: To design and build great packs and bags specific to the mission. The Dior collection is a thing of beauty. Mission accomplished.”

“MYSTERY RANCH is the industry-leading company known for developing and manufacturing innovative, best-in-class packs and gear for military, firefighting, hunting, mountaineering and hiking applications,” said Nathan Oleen, the Husch Blackwell partner who led the negotiations. “We’re pleased to have had the opportunity to help MYSTERY RANCH reach new consumers and are eager to watch the brand grow.”

In addition to Oleen, the Husch Blackwell team included partner Wade Kerrigan.