



HOWLAND GORDON TO PARTICIPATE IN ICSC MOCK NEGOTIATION ON ANCHOR EXCLUSIVES

Press Release

03, October 2025

Howland Gordon will participate in the mock negotiation, *"Anchor Exclusives and Prohibited Uses: Forbidden Concepts for Us to Anchor Your Center,"* at the upcoming ICSC Law Conference. This interactive program will showcase real-world strategies for addressing one of the most complex and contentious areas of retail leasing. Howland will highlight how exclusivity and prohibited-use provisions can be structured to protect landlord interests while anticipating the operational realities retailers face.

With more than 20 years in the retail leasing industry, Howland offers a perspective shaped by both sides of the table—having served as Head of Legal, Expansion for H&M North America and later leading leasing legal teams at major shopping center developers. His experience launching global brands into new markets, managing nationwide lease portfolios, and negotiating thousands of retail leases gives him a distinctive ability to balance legal risk with business priorities.

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