

16th Annual Law of Product Distribution & Franchise Seminar

Agenda

Time	7th Floor Foyer	Imperial Ballroom
7:30 a.m.	Breakfast and Registration	
8:00 a.m.		Special Breakfast Session: Managing Electronic Discovery to Avoid Litigation Risk – <i>Jon P. Christiansen and Michael J. Aprahamian</i>
Time	The Grand Ballroom	The Hall of Presidents
8:45 a.m.	Welcome Remarks – <i>Roberta F. Howell</i>	
9:00 a.m.	Top 10 Distribution Cases of 2006-2007 – <i>Roberta F. Howell</i>	
9:20 a.m.	The End of <i>Per Se</i> Rule Against Resale Price Maintenance or More of the Same? – <i>G. Michael Halfenger</i>	Advanced Topics in Standard Sales Terms – <i>Richard H. Casper</i>
9:40 a.m.	Advanced Performance Measurement and Management – <i>Jon P. Christiansen</i>	Negotiating Key Provisions of Distribution Agreements: Issues and Strategies – <i>Jason D. Menges</i>
10:00 a.m.	Return to Sender? Avoiding Environmental Exposure for Returned Goods – <i>Linda E. Benfield</i>	Back to the Jury? The New Judicial Threat to Arbitration – <i>Michael A. Bowen</i>
10:20 a.m.	BREAK	
10:30 a.m.	Equipment Dealer Statutes: The New Trap for the Unwary When Considering Dealer Terminations – <i>Brian W. McGrath</i>	Freshman Orientation: How Each State Applies Different Laws To Distribution Relationships – <i>Tony H. McGrath</i>
10:50 a.m.	Termination 101: Introduction to Termination – <i>Peter J. Stone</i>	Warranty Obligations and Emerging Trends in Dealer Reimbursement Requirements – <i>William M. Conley</i>

Time	The Grand Ballroom	The Hall of Presidents
11:10 a.m.	Termination 101: Good Cause – <i>Kelli A. Taffora</i>	The Revised FTC Franchise Rule: Are Your Compliance Practices Up-to-Date? (Part One – What Should You Already be Doing?) – <i>James R. Conohan and Daniel Waddell, Papa John's International, Inc.</i>
11:30 a.m.	Advanced Termination Seminar – <i>Peter J. Stone and Kelli A. Taffora</i>	The Revised FTC Franchise Rule: Are Your Compliance Practices Up-to-Date? (Part Two – How Will the New Rule Make a Difference?) – <i>James R. Conohan and Daniel Waddell, Papa John's International, Inc.</i>
12:00 p.m.	LUNCH (Imperial Ballroom)	
1:20 p.m.	Different Strokes for Different Folks: Price Incentives and the Robinson-Patman Act – <i>Michael J. Lockerby and Theodore Banks, Kraft Foods, Inc.</i>	
1:40 p.m.	Don't Jump the Gun: Avoiding Impermissible Pre-Closing Activities in the Integration Planning Process – <i>James T. McKeown</i>	A Semester Abroad: Selected Topics in International Distribution Using Sales Agents and Distributors Abroad – <i>William P. Johnson</i>
2:00 p.m.	Antitrust Risks of Communicating with Competitors – <i>David W. Simon</i>	Advanced Topic: Choosing Arbitration to Settle Disputes – An Effective Tool? – <i>Zhu (Julie) Lee</i>
2:20 p.m.	Ten Antitrust Rules For Dealing With Distributors – <i>Michael A. Naranjo</i>	Advanced Topic: The Unique Foreign Corrupt Practices Act Compliance Challenges of Doing Business in China – <i>Michael J. Koehler</i>
Time	The Grand Ballroom	Imperial Ballroom
2:40 p.m.	10 Best Data Privacy and Security Practices for Product Distribution – <i>Mark F. Foley</i>	Roundtable Discussions (40 minute sessions on various topics)
3:00 p.m.	Keyword Advertising on the Internet – A Permissible and Effective Sales Tool or an Abuse of Trademark Rights? – <i>Lisa S. Mankofsky</i>	Roundtable Discussions, cont'd
3:20 p.m.	Insights and Strategies for Suppliers Dealing With Insolvent Distributors and Sales Representatives – <i>Mark A. Salzberg</i>	
4:00 p.m.	Cocktail Reception (Café Rouge 1st Floor)	