

DRIVE YOUR BUSINESS FORWARD: DISTRIBUTION & FRANCHISE LAW UPDATE

The Foundry Building, Georgetown
Washington, DC
January 24, 2008

AGENDA

Time	
8:00 a.m.	Breakfast and Registration
9:00 a.m.	Welcome Remarks – <i>Michael J. Lockerby, Partner, Distribution & Franchise Practice</i>
9:10 a.m. – 10:30 a.m.	Trademarks and Other Intellectual Property: The Cornerstone of Every Franchise and Distribution System
9:10 a.m.	Brand Management in the Internet Age: The World-Wide Web of Trademark Protection – <i>Craig S. Fochler, Partner, IP Litigation Practice</i>
9:30 a.m.	Patent Protection in International Franchising and Distribution: Lessons Learned in Litigation – <i>Larry L. Shatzer, Partner, IP Litigation Practice</i>
9:50 a.m.	Do's and Don'ts in IP Licensing and Litigation: Antitrust Traps for the Unwary – <i>Carole E. Handler, Partner, IP Litigation Practice</i>
10:10 a.m.	Data Privacy and Security: Best Practices for Franchisors and Manufacturers – <i>Andrew P. Serwin, Partner, IP Litigation Practice</i>
10:30 a.m.	Break
10:50 a.m. – 12:10 p.m.	Distribution and Franchise 101: Establishing, Changing, and Ending Relationships
10:50 a.m.	The “F” Word: Are Your Company’s Dealers, Distributors, or Licensees Protected by Federal and State Franchise Laws? – <i>Michael J. Lockerby, Partner, Distribution & Franchise Practice</i>
11:10 a.m.	Terminating and “Changing the Competitive Circumstances” of Franchisees and Dealers Without Running Afoul of State Laws – <i>Roberta F. (Bobbi) Howell, Partner, Distribution & Franchise Practice</i>
11:30 a.m.	System-wide Distribution Changes: “Consolidation, Re-branding and Market Withdrawal” – <i>Jon P. Christiansen, Partner, Distribution & Franchise Practice</i>
11:50 a.m.	Enforcing Arbitration and Other Contractual Provisions Against Bankrupt and Insolvent Franchisees, Dealers, and Distributors – <i>Mark A. Salzberg, Partner, Business Reorganizations Practice</i>
12:10 p.m.	Lunch

1:00 p.m. – 2:20 p.m.	Global Franchising and Product Distribution
1:00 p.m.	Key Legal Challenges for Companies Operating Overseas – <i>Scott L. Fredericksen, Partner, White Collar Defense & Corporate Compliance Practice</i>
1:20 p.m.	Joint Ventures, Strategic Alliances, and Licensing Overseas: Options for Product Distribution and Franchising – <i>Peter C. Linzmeyer, Of Counsel, Commercial Transactions & Business Counseling Practice</i>
1:40 p.m.	Franchising and Licensing Intellectual Property for Manufacturing in China – <i>B. Kenneth Duck, Senior Counsel, Transactional & Securities Practice</i>
2:00 p.m.	Protecting Intellectual Property in Products Imported From and Exported to Japan – <i>Pavan K. Agarwal, Partner, Electronics Practice</i>
2:20 p.m.	Break
2:40 p.m. – 4:00 p.m.	Antitrust Compliance for Franchisors and Manufacturers
2:40 p.m.	Antitrust Compliance and Document Control: Nipping Antitrust Exposure in the Bud – <i>Gregory E. Neppi, Partner, Antitrust Practice</i>
3:00 p.m.	Controlling Resale Prices Charged by Franchisees, Distributors, and Dealers: Pushing the Envelope of Recent Supreme Court Decisions – <i>Kimberly J. Shur, Senior Counsel, Distribution & Franchise Practice</i>
3:20 p.m.	Keeping Up With the Competition While Keeping Out of Trouble: Communicating With Competitors and Trade Associations – <i>William M. (Bill) Conley, Partner, Distribution & Franchise Practice</i>
3:40 p.m.	Staying Cool in the Hot Seat: Responding to Government Investigations, Subpoenas, and Indictments – <i>Robert M. Stephenson, Partner, White Collar Defense & Corporate Compliance Practice</i>
4:00 p.m.	Closing Remarks – <i>Michael J. Lockerby, Partner, Distribution & Franchise Practice</i>
4:15 p.m.	Cocktail Reception