



THE CHANGING LANDSCAPE OF DISTRIBUTION AND FRANCHISE LAW

17TH ANNUAL LAW OF PRODUCT DISTRIBUTION AND FRANCHISE SEMINAR

AGENDA

The Pfister Hotel
Milwaukee, WI
May 6, 2008

| TIME | 7 TH FLOOR FOYER | IMPERIAL BALLROOM |
|-------------------|--|---|
| 7:30 A.M. | Breakfast and Registration | |
| 8:00 A.M. | | SPECIAL BREAKFAST SESSION Legislative Update: What Are Congress and Your State's Legislature Doing That Will Impact Your Business? – <i>Philip G. Kiko</i> |
| | THE GRAND BALLROOM SESSIONS | THE HALL OF PRESIDENTS SESSIONS |
| 8:45 A.M. | Welcome Remarks – <i>Roberta F. Howell</i> | |
| 9:00 A.M. | Important Considerations Regarding Dealer Terminations – <i>Peter J. Stone</i> | |
| 9:20 A.M. | Distributor and Franchisee Termination: Sometimes When You Win, You Lose – <i>Trent M. Johnson</i> | |
| 9:40 A.M. | Upgrading Distribution and Franchise Networks: The Process of Improving Capabilities – <i>Jon P. Christiansen</i> | |
| 10:00 A.M. | Profit Passover Provisions – <i>Brian W. McGrath</i> | |
| 10:20 A.M. | BREAK | |
| 10:30 A.M. | Antitrust Law Developments – <i>G. Michael Halfenger</i> | California Proposition 65 – New Warning Requirements for Everything From French Fries to Medical Devices – <i>S. Wayne Rosenbaum</i> |
| 10:50 A.M. | Intellectual Property in Distribution and Franchise Agreements: A License to Fix Prices? – <i>Michael J. Lockerby</i> | Comparative Advertising – Good, Better, and Best in the Marketplace – <i>Paul Bargren</i> |

| TIME | THE GRAND BALLROOM SESSIONS | THE HALL OF PRESIDENTS SESSIONS |
|-------------------|---|--|
| 11:10 A.M. | Keeping Up With the Competition While Keeping Out of Trouble: Communicating With Competitors and Trade Associations – <i>William M. Conley</i> | Controlling Resale Prices Charged by Franchisees, Distributors, and Dealers: Pushing the Envelope of Recent Supreme Court Decisions – <i>Kimberly J. Shur</i> |
| 11:30 A.M. | Practical Tips for E-Discovery in Antitrust and Distribution Cases – <i>James T. McKeown</i> | The Robinson-Patman Act: The Basics and Beyond – <i>Cassandra H. McCauley</i> |
| 12:00 P.M. | LUNCH (IMPERIAL BALLROOM) | |
| 1:20 P.M. | Top Ten Distribution and Franchise Cases of 2007 – 2008 – <i>Roberta F. Howell</i> | Terms and Conditions of Purchase/Sale: Basic Principles and Advanced Topics – <i>Richard H. Casper</i> [40 minute session] |
| 1:40 P.M. | Information Management for Manufacturers and Franchisors – <i>Peter F. McLaughlin</i> | |
| 2:00 P.M. | The Changing Landscape of Arbitration: Arbitration Basics and Law Update – <i>Tony H. McGrath</i> | Termination of International Dealers and Sales Representatives – <i>Carl R. Kugler</i> |
| 2:20 P.M. | The New Arbitration Debate: Are We Using the Silver Bullet to Shoot Ourselves in the Foot? – <i>Michael A. Bowen</i> | What Happens When You Mix Trademarks, Brand Names and the Internet? – <i>Lisa S. Mankofsky and Brian J. McNamara</i> |
| 2:40 P.M. | How to Leverage the 2005 Bankruptcy Code Amendments in Dealing With Troubled Dealers and Franchisees – <i>Mark A. Salzberg</i> | The Trademark Dilution Revision Act of 2006: Is Your Mark Still "Famous"? – <i>Vineeta Gajwani</i> |
| | THE GRAND BALLROOM SESSIONS | IMPERIAL BALLROOM |
| 3:00 P.M. | Too Much of a Good Thing? The Paradox of Control in Franchisor and Supplier Vicarious Claims – <i>Leslie Smith-Porter</i> | Roundtable Discussions [40 minute session] |
| 3:20 P.M. | Getting the Lead Out: Product Recalls Now and in the Future – <i>Mark F. Foley and Leah M. Krider</i> | |
| 4:00 P.M. | COCKTAIL RECEPTION (CAFÉ ROUGE) | |



FOLEY & LARDNER LLP