



PRIMERUS

2010 Primerus Business Law Institute Symposium

June 17-18
The Sutton Place Hotel
Chicago, IL

June 17th

Opening Reception: 6:00-8:00 p.m.

June 18th CLE Program Topics

The New Frontier: Social Media and
Employment Law

Dealing with
Financially Distressed Companies

What You Need to Know About L.E.E.D.
(Leadership in Energy and
Environmental Design) Certification for
Buildings

Managing Intellectual Property
Disputes

Primerus Meets the
Association of Corporate Counsel (ACC)
Value Challenge

Why You should Attend

- 4 hours of excellent CLE programming
- Networking opportunity with your in-house legal department peers
- Learn about the Primerus law firm alliance and how Primerus firms can help your company reduce its outside legal expenses

2010 Primerus Business Law Institute Symposium *Meeting the Legal Challenges of Companies around the World*

You are cordially invited to attend the 2010 Primerus Business Law Institute Symposium, scheduled June 17-18, at The Sutton Place Hotel in Chicago, Illinois.

In addition to receiving CLE credits for attending the Symposium, you will be exposed to the latest legal developments on: Social Media and Employment Law; Dealing with Financially Distressed Companies; L.E.E.D. Certification for Buildings; Managing Intellectual Property Disputes; and an in-house panel discussion on the ACC Value Challenge.

Furthermore, throughout the Symposium you will have the opportunity to meet and network with Primerus attorneys from 43 states and over 100 cities in the U.S., U.K., Canada and Mexico. All Primerus attorneys have been rigorously screened for their commitment to:

- Integrity
- Reasonable Fees
- Civility
- Excellent Work Product
- Continuing Education
- Community Service

Please contact your sponsoring attorney or Ruth Martin, Sr. V.P. & General Counsel of Primerus, at (800) 968-2211 or rmartin@primerus.com. For further information about Primerus, or for a complete, searchable database of Primerus attorneys and law firms, please visit www.primerus.com.

**"Bringing Together Good Clients
and Good Lawyers"**

Agenda

2010 Primerus Business Law Institute Symposium

Meeting the Legal Challenges of Companies around the World

Thursday, June 17, 2010

6:00 – 8:00 p.m. **Cocktail Reception with Heavy Hors D' Oeuvres**

Friday, June 18, 2010

7:30 – 8:00 a.m. **Breakfast**

8:00 - 9:15 a.m. **Welcome, Introductions & “What is Primerus”**

- Michael Weinstein, Esq.—BCI Chair— Ferris & Britton (San Diego, CA)
- Ruth E. Martin, Esq.—Primerus Senior Vice President & General Counsel
- John C. “Jack” Buchanan, Esq.—Primerus Founder & President
- Robert E. Brown, Esq.— Boylan, Brown, Code, Vigdor & Wilson (Rochester, NY)

9:15 – 10:15 a.m. **The New Frontier: Social Media and Employment Law**

- Joseph M. Freeman, Esq.— Assistant General Counsel, Cox Communications (Atlanta, GA)
- Frank E. Melton, Esq.— Rutter Hobbs & Davidoff (Los Angeles, CA)
- Doryce Norwood, Esq.—General Counsel, Circle K Stores (Tempe, AZ)
- Claudia G. Regen, Esq.— Vice President, Litigation & Employment Law, U.S. Foodservice (Rosemont, IL)
- Sharon Stiller, Esq.— Boylan, Brown, Code, Vigdor & Wilson (Rochester, NY)

10:15 – 10:30 a.m. **Break**

10:30 – 11:30 a.m. **Dealing with Financially Distressed Companies**

- Brian L. Davidoff, Esq.— Rutter Hobbs & Davidoff (Los Angeles, CA)
- Matthew P. Gerdisch, Esq.— Kohner, Mann & Kailas (Milwaukee, WI)

11:30– 12:30 p.m. **What You Need to Know About L.E.E.D. (Leadership in Energy and Environmental Design) Certification for Buildings**

- Clare H. Abel, Esq.— Burch & Cracchiolo (Phoenix, AZ)
- Larry L. Ostema, Esq.— Abundant Power/Horack, Talley, Pharr & Lowndes (Charlotte, NC)
- Robert D. Tuke, Esq.—Trauger & Tuke (Nashville, TN)

12:30 – 1:45 p.m. **Networking Lunch**

1:45 – 2:45 p.m. **Managing Intellectual Property Disputes**

- Carlos F. Gonzalez, Esq.— Diaz, Reus & Targ (Miami, FL)
- Brant C. Hadaway, Esq.— Diaz, Reus & Targ (Miami, FL)
- Lee Hill, Esq.—General Counsel & Corporate Secretary, Sony Ericsson Mobile Communications (USA) Inc. (Research Triangle Park, NC)

2:45– 3:45 p.m. **Primerus Meets the Association of Corporate Counsel (ACC) Value Challenge**

- Marc O. Dedman, Spicer Rudstrom (Memphis/Nashville, TN)

3:45 p.m. **Adjournment**