# **HOTEL RESERVATIONS**

For Office Use Only:

To make a room reservation at our group rate, you must complete this section by September 17, 2007. (Hotel reservations will not be confirmed until program registration fee is paid.) The JW Marriott Desert Ridge Resort — \$259 per night plus 12.07% tax (Please check your selection below) ☐ Two Doubles ☐ King ☐ Handicap Accessible Room Marriott Rewards Member # THE FOLLOWING HOTEL AMENITIES APPLY TO ALL FORUM ATTENDEES: • Complimentary access to the hotel's fitness center • Complimentary 1-800, calling card and local telephone calls from guestrooms • Complimentary "USA Today" newspaper delivery • A 10% discount off the regular business center rates • A \$9.95 charge per room for in-room high speed Internet access The JW must receive all changes and cancellations of hotel reservations in writing no later than September 28, 2007 to avoid a one night's cancellation charge. Arrival Date: Departure Date: Special Requests: ☐ MasterCard ☐ VISA ☐ American Express (card not charged until check-in) Card Number: \_\_\_\_\_Exp Date: \_\_\_\_ Cardholder Name: \_\_\_\_\_\_ FRIENDS OF THE FORUM PROGRAM This informal program is designed to help our newer attendees become acquainted with the Forum and its members. An active member of the Forum will be paired with a newcomer. The Forum Friend will 1) contact the newcomer prior to the Forum and answer questions 2) meet with the newcomer at the Welcome Reception, and 3) otherwise try and make the newcomer feel welcome by introducing him/her to other Forum members and to the leadership of the Forum. This is a flexible program. I would like to volunteer to serve as Friend to welcome a newcomer to the meeting I would like to be paired with a Friend of the Forum

Date Faxed to Hotel

# REGISTRATION FORM – Three Easy Ways to Register!

30th Annual Forum on Franchising - October 10 - 12, 2007



MAII.



FAX



INTERNET

Please complete both sides of this form and mail with payment to:

If paying by credit card, you may fax your form to: 630/262-1520

www.abanet.org/forums/ franchising/annual\_meeting

Technical Registration Experts 13 South 2nd Street Geneva, IL 60134 Toll Free: 877/309-1565

| 030-202-1399   |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
|--|--------|------|-----|--------|----|----|--|-------|-----|------|------|---------|------|-------|-------|---|------|-------|
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| Last Name/First Name/MI  |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Name as you would like it to appear on the badge   |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Firm/Con   | npany  | /Age | ncy |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Address  |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| City/State/Zip   |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
| Telephone ( ) Fax ( )  |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
| Email Ad   | ldress | _    |     |        |    |    |  |       |     |      | <br> | <br>    |      |       |       |   | <br> | <br>_ |
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| Name of  | Guest  | t    |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
| Please   | circle |      |     |        |    |    |  |       |     | Seco |      |         |      | 1 5 v | ears) | ) |      |       |
| Young Lawyer (36 and younger or in practice less than 5 years)  Are you licensed to practice in NY? □ Yes □ No |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Total Amount Due:  |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Check (made payable to the American Bar Association)<br>Credit Card:   |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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| Signature:   |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
| Please circle: Vegetarian Allerov  |        |      |     |        |    |    |  |       |     |      |      |         |      |       |       |   |      |       |
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### PROGRAM FEES

INTENSIVE PROGRAMS: WEDNESDAY, OCTOBER 10

| 12:30 - 5:00   | ) P.M. (F                     | PLEASE CHECK YOUR SELECTION)   |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| □ \$345<br>□ \$345   | I-1<br>I-2                    | Fundamentals of Franchising <sup>®</sup> The Amended FTC Rule: Disclosure Issues Under the Amended Rule and State Laws   |  |  |  |  |  |  |  |  |  |  |
| MAIN PROGRAM:  |                               |  |  |  |  |  |  |  |  |  |  |  |
| THURSDAY, OCTOBER 11 AND FRIDAY, OCTOBER 12 EARLY BIRD FEES POST-MARKED ON OR BEFORE JULY 31 POSTMARKED AFTER JULY 3                   |                               |  |  |  |  |  |  |  |  |  |  |  |
| \$825<br>\$1025<br>\$575<br>\$475<br>\$0<br>\$0<br>\$10<br>(I understa<br>section to j<br>ADDITION<br>WEDNES<br>THURSDA<br>(One ticket | on that DAY, OC               | Non-member   |  |  |  |  |  |  |  |  |  |  |
|  | \$35<br>\$75<br>\$35          | Desert Foothills <sup>®</sup> Reception/Dinner Child (ages 4 - 12) Guest #<br>Pueblo Grande Museum Spouse/Guest Adult Tour #<br>Pueblo Grande Museum Child Tour (4-12) Tour #        |  |  |  |  |  |  |  |  |  |  |
| FRIDAY, O  |                               |  |  |  |  |  |  |  |  |  |  |  |
|  | \$35<br>\$35<br>\$80<br>\$100 | Corporate Counsel Breakfast # (open to in-house counsel and paralegals only)  Solo and Small Firm Breakfast #  Cooking School #  Silverleaf Reception/Dinner # Adults \$50 #Children |  |  |  |  |  |  |  |  |  |  |
| SATURDA  | AY, OCT                       | TOBER 13   |  |  |  |  |  |  |  |  |  |  |
|  | \$0                           | Yes, I would like to participate in the Community Service Event  |  |  |  |  |  |  |  |  |  |  |
|  | \$150                         | Sedona Day Trip Adult #  |  |  |  |  |  |  |  |  |  |  |
|  | \$75                          | Sedona Day Trip Child (ages 4 – 12) #  |  |  |  |  |  |  |  |  |  |  |

### **WORKSHOP SELECTIONS**

(Please select one number per time slot so that we can provide accurate seating)

# THURSDAY, OCTOBER 11, 2007

### MORNING WORKSHOPS

10:30 A.M. - 11:45 A.M.

- W1 Navigating Nagrampa: Drafting and Contesting the Arbitration Clause
- W2 The Structural Elements of a Franchise System and Their Economic and Legal Implications for Start-Up and Existing Systems
- W3 The Proposed New Business Opportunity Rule and State Business Opportunity Laws
- W4 Preparing for Winning and Defending Against Preliminary Injunctions
- W5 Fundamentals of Petroleum Marketing Law
- W6 Settlements and Releases in Franchise Disputes: How to Make Sure It's Over When It's Over
- W7 Franchise Agreements: How Complicated Do They Need To Be?

#### SELECTION

### LUNCH WORKSHOPS

12:30 P.M. - 1:45 P.M.

- W8 Practical Disclosure Issues Under the Amended FTC Franchise Rule
- W9 Contractual and Business Aspects of Structuring Supplier Agreements
- W10 E-Discovery and Document Management The New Rules
- W11 The Financially Distressed Franchisee Advanced Strategies for Franchisors and Franchisees
- W12 Rediscovering Subjectivity: Does the U.C.C.'s Open-Price Doctrine Offer New Theories for Reining in Discretion and Filling In Gaps in Franchise Contract Disputes?
- W13 Ownership, Protection and Use of Customer Data – Yours, Mine or Ours?

### SELECTION

### AFTERNOON WORKSHOPS

#### 2:00 P.M. - 3:15 P.M.

- W14 A Basic Guide to Handling Disclosure and Registration Violations
- W15 Lease Issues Peculiar to Franchise Systems
- W16 Protecting Your Famous Marks and the Trademark Dilution Revision Act of 2006
- W17 Financing, Liquidity and Growth Capital Tools - From Traditional Lending to Private Equity and Venture Capital
- W18 The Respective Roles of the Franchise Consultant and the Franchise Lawyer in Structuring the Franchise System
- W19 Maximizing Insurance Benefits for Franchise Clients
- **W20** A Survey of International Legal Traps and How to Avoid Them Beyond the Franchise Laws

### SELECTION\_\_\_\_

### 3:30 P.M. - 4:45 P.M

- W21 Coping with Internal and Government Investigations
- **W22** Structuring International Master Franchise Relationships for Success and Responding When Things Go Awry
- **W23** Restoring the Status Quo Ante: Rescission and Restitution in Franchising
- W24 Franchisee Representation and Recourse Beyond the Franchise Agreement
- **W25** Pros and Cons of Using Brokers, Development Agents and Referral Sources
- W13 Ownership, Protection and Use of Customer Data – Yours, Mine or Ours?

### SELECTION\_\_\_\_

# FRIDAY, OCTOBER 12, 2007

## MORNING WORKSHOPS

9:30 A.M. - 10:45 A.M.

- **W8** Practical Disclosure Issues Under the Amended FTC Franchise Rule
- W9 Contractual and Business Aspects of Structuring Supplier Agreements
- **W10** E-Discovery and Document Management The New Rules
- **W11** The Financially Distressed Franchisee Advanced Strategies for Franchisors and Franchisees
- W12 Rediscovering Subjectivity: Does the U.C.C.'s Open-Price Doctrine Offer New Theories for Reining in Discretion and Filling In Gaps in Franchise Contract Disputes?
- W15 Lease Issues Peculiar to Franchise Systems
- W16 Protecting Your Famous Marks and the Trademark Dilution Revision Act of 2006
- **W23** Restoring the Status Quo Ante: Rescission and Restitution in Franchising

#### SELECTION

#### LUNCH WORKSHOPS

#### 1:15 P.M. - 2:30 P.M.

- V2 The Structural Elements of a Franchise System and Their Economic and Legal Implications for Start-Up and Existing Systems
- W4 Preparing for Winning and Defending Against Preliminary Injunctions
- V6 Settlements and Releases in Franchise Disputes: How to Make Sure It's Over When It's Over
- W18 The Respective Roles of the Franchise Consultant and the Franchise Lawyer in Structuring the Franchise System
- **W21** Coping with Internal and Government Investigations
- **W22** Structuring International Master Franchise Relationships for Success and Responding When Things Go Awry
- **W24** Franchisee Representation and Recourse Beyond the Franchise Agreement
- **W25** Pros and Cons of Using Brokers, Development Agents and Referral Sources

### SELECTION\_

### AFTERNOON WORKSHOPS

2:45 P.M. - 4:00 P.M.

- W1 Navigating Nagrampa: Drafting and Contesting the Arbitration Clause
- W3 The Proposed New Business Opportunity Rule and State Business Opportunity Laws
- W7 Franchise Agreements: How Complicated Do They Need To Be?
- **W14** A Basic Guide to Handling Disclosure and Registration Violations
- W17 Financing, Liquidity and Growth Capital Tools - From Traditional Lending to Private Equity and Venture Capital
- W19 Maximizing Insurance Benefits for Franchise Clients
- **W20** A Survey of International Legal Traps and How to Avoid Them Beyond the Franchise Laws

| SELECTION |  |
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