



## PROGRAM FEES

### INTENSIVE PROGRAMS: WEDNESDAY, OCTOBER 10

12:30 - 5:00 P.M. (PLEASE CHECK YOUR SELECTION)

- \$345 I-1 Fundamentals of Franchising®
- \$345 I-2 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 31

- \$825 ..... Forum on Franchising Member ..... \$895
- \$1025 ..... Non-member ..... \$1,095
- \$575 ..... Government or Academic ..... \$645
- \$475 ..... Paralegal, Legal Assistant, etc. .... \$545
- \$375 ..... Law Student ..... \$375
- \$0 ..... Speaker ..... \$0
- \$0 ..... Forum Governing Committee or Past Chair/Non-speaker ..... \$0
- \$0 ..... Press ..... \$0   
(must gain approval from ABA Media Relations Department)
- \$50 ..... Forum Lawyer/Associate Membership ..... \$50
- \$10 ..... Law Student Membership ..... \$10

(I understand that I must belong to the American Bar Association and at least one other section to join the Forum on Franchising.)

### ADDITIONAL EVENT FEES

#### WEDNESDAY, OCTOBER 10

- \$50\* Newcomers and YLD Networking Night # \_\_\_\_\_

#### THURSDAY, OCTOBER 11

(One ticket to Desert Foothills® Reception/Dinner is included in the above registration fees)

- \$35 Women's Caucus Breakfast # \_\_\_\_\_
- \$90\* Desert Foothills® Reception/Dinner Adult Guest Ticket # \_\_\_\_\_
- \$35 Desert Foothills® Reception/Dinner Child (ages 4 - 12) Guest # \_\_\_\_\_
- \$75 Pueblo Grande Museum Spouse/Guest Adult Tour # \_\_\_\_\_
- \$35 Pueblo Grande Museum Child Tour (4-12) Tour # \_\_\_\_\_

#### FRIDAY, OCTOBER 12

- \$35 Corporate Counsel Breakfast # \_\_\_\_\_ (open to in-house counsel and paralegals only)
- \$35 Solo and Small Firm Breakfast # \_\_\_\_\_
- \$80 Cooking School # \_\_\_\_\_
- \$100 Silverleaf Reception/Dinner # Adults \_\_\_\_\_  \$50 #Children \_\_\_\_\_

#### SATURDAY, OCTOBER 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 Nagrapma: 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.

- W2** 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
- W6** 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 Nagrapma: 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 \_\_\_\_\_