

# FACULTY

Outstanding faculty includes diverse perspectives and combined expertise of in-house counsel and private practitioners.

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## THE 2012 IN-HOUSE COUNSEL CRASH COURSE

6 NEW Briefings Designed for  
In-House Generalists

Tuesday, July 31, 2012

*Video replay dates available.*



**For more information**

Scan code for more information  
or to register for this course.

Tailored for  
In-House Counsel



Minnesota State Bar Association  
Continuing Legal Education

# THE 2012 IN-HOUSE COUNSEL CRASH COURSE

6 NEW Briefings Designed for  
In-House Generalists

## Featuring:

- **Subject-matter coverage that matters to you.** Sessions include (1) today's litigation and regulatory trends and what they mean as you analyze risk for your client; (2) data privacy; (3) FCPA compliance; (4) employment law; (5) intellectual property; and (6) insurance coverage.
- **Taught in a way relevant to your practice.** Each of these 6 NEW corporate counsel briefing sessions is tailored to the work of in-house counsel generalists.
- **Developed and presented by a talented faculty drawn from both in-house and private practice.** This faculty make-up leverages the diverse insights, expertise and perspective of in-house generalists and outside counsel.

Tuesday, July 31, 2012 • Minnesota CLE Conference Center  
Seventh Street & Nicollet Mall • Third Floor City Center • Minneapolis

*Video replay details inside.*

# SCHEDULE

*A program designed for the in-house counsel who is called upon to be a “generalist” – providing advice on a wide variety (or perhaps all) of the legal issues encountered by the business unit he or she supports.*

8:30 – 9:00 a.m. CHECK-IN & CONTINENTAL BREAKFAST

9:00 – 10:00 a.m. **Identifying High Risk Areas: Regulatory and Litigation Trends**

An update on regulatory and litigation trends to help you better understand and identify legal risk for your client.

– *Barbara J. D’Aquila & Tom Hanson*

10:00 – 11:00 a.m. **Data Privacy and Security: Getting Ahead of the Curve**

Paul Luehr, a privacy and security expert and himself an in-house chief privacy officer, updates you on current developments in this important area. Learn more about the emerging legal landscape – including new developments out of the Federal Trade Commission, U.S. Department of Health and Human Services, and the European Union – and what it all means for the average business. You’ll also learn about the drivers, rewards and potential pitfalls of privacy and security assessments. Find out costs, standards, how they work, what they measure, what can – and can’t – be certified, and more.

– *Paul H. Luehr*

11:00 – 11:15 a.m. BREAK

11:15 a.m. – 12:15 p.m. **Anti-Bribery/Anti-Corruption Legal Trends and Customized Compliance Programs**

George Martin and Dave Sampsell will discuss best practices for FCPA and UK Bribery Act compliance, identify enforcement trends relative to these anti-corruption laws, and provide an overview of how to construct a customized compliance program that mitigates risk while accommodating the needs and resources of your company.

– *George D. Martin & David H. Sampsell*

12:15 – 1:15 p.m. LUNCH (on your own)

1:15 – 2:15 p.m.

**Intellectual Property: Protecting Company Assets and Avoiding Infringement**

From the new America Invents Act – the most significant change in U.S. patent law in fifty years – to the ongoing challenges of keeping up with trademark and copyright issues on the internet and in the digital world, this presentation by a general counsel and outside IP experts will offer practical advice to help you successfully navigate IP issues you are likely to face in 2012-2013. Topics include: (1) key changes made by the new patent law that every in-house generalist should know; (2) guidelines for use of copyrighted material and fair use myths; (3) branding basics and beyond, and working with your marketing department on branding issues.

– *Joel D. Leviton, Lee Pulju & Mathias W. Samuel*

2:15 – 3:30 p.m.

*(includes 15-minute break)*

**20 Bothersome Employment Law Questions – From New Law to Tough Everyday Issues**

Some questions seem never to go away – and new law creates new issues. This is a chance to have an expert’s analysis of how to deal with both recurrent and new questions and apply practical analysis to keep you in full legal compliance. Topics include: wage-hour law, social media’s intersection with employment law, handling complaints, restrictions on background checks, I-9 audits, and much more.

– *Marko J. Mrkonich*

3:30 – 4:30 p.m.

**Is It Time to Update Your Insurance Coverages?**

Business operations evolve, business risks evolve, and so do insurance policies’ key provisions. While your company’s liability insurance policies may look the same as always, that may not leave your company, your executives and your board properly protected. This session is designed to help you identify those key insurance policy provisions where a slight modification can make all the difference between having your insurer acknowledge, or deny, coverage for your claim. Learn what provisions are always key, what alternatives to the standard insurer contract language might be available, and what Congress may have done to limit the scope of coverage provisions once considered optimal. With a special focus on the interplay between risk transfers in contracts with business partners and direct or “additional insured” coverages.

– *Richard G. Erstad & Robert P. Thavis*

4:30 p.m.

PROGRAM ADJOURNS

*Register today for this latest seminar in the Corporate Counsel Series!*

**LIVE PRESENTATION**

**Minneapolis – 7/31/12**  
Minnesota CLE Conference Center  
Seventh Street & Nicollet Mall  
Third Floor City Center

**VIDEO REPLAYS**

Video replay times may differ from the live presentation due to abbreviated lunch and break periods. Check-in and start times are as indicated below.

**Minneapolis – 8/15/12**  
**Minneapolis – 8/27/12**  
**(Registration 8:30; Replay 9:00)**  
Minnesota CLE Conference Center  
Seventh Street & Nicollet Mall  
Third Floor City Center

**CREDITS**

Minnesota CLE is applying to the Minnesota State Board of CLE for **6.0 standard CLE credits**. The maximum number of total credits any attendee may claim for this course is 6.0.

**NEW LAWYER SCHOLARSHIP PROGRAM**

In recognition of the challenges facing lawyers entering the profession, Minnesota Continuing Legal Education has established a scholarship program for unemployed and underemployed lawyers admitted less than three years. Those wishing to apply for such assistance should contact Grant at **651-254-2111** or **gdavies@minncle.org** for details.

**ACCOMMODATION**

If you have a disability and need an accommodation in order to attend this seminar, please contact us as soon as possible. Contact Minnesota CLE at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call us at 651-227-8266 or 800-759-8840.

**CANCELLATION POLICY / NO-SHOW POLICY**

Paid registrants who cancel their registration at least 3 business days before the program will receive a full credit on their account; if fewer than 3 business days, a \$25 administrative fee will be deducted. Paid registrants who fail to attend will receive the written materials. Passholders may purchase the materials for 50% of the full retail price.

**QUESTIONS?**

Call Minnesota CLE at **651-227-8266** or **800-759-8840**. Or, visit us on the web at **www.minncle.org**.

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**THE 2012 IN-HOUSE COUNSEL CRASH COURSE**

Tuesday, July 31, 2012 • Minnesota CLE Conference Center

**PLEASE “✓” APPROPRIATE BOX BELOW:**

**LIVE (7/31/12):**

\$295 MSBA member  \$295 paralegal  \$355 standard

**VIDEO REPLAY (8/15/12):**

\$265 MSBA member  \$265 paralegal  \$325 standard

**VIDEO REPLAY (8/27/12):**

\$265 MSBA member  \$265 paralegal  \$325 standard

**NEW LAWYER DISCOUNT!**

I was first admitted to the bar after July 31, 2009, and have deducted \$60 from the registration fee marked above.

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**PROGRAM MATERIALS**

I cannot attend. Please send me:

\_\_\_\_\_ copy(ies) of the written materials at \$75 each. *(Available 8/8/12)*

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