

# 33rd Annual Law of Product Distribution & Franchise Seminar

## Agenda as of September 25, 2024

- 8:30 a.m. – 9:00 a.m. **Breakfast + Registration**
- 9:00 a.m. – 9:05 a.m. **Welcome Remarks**  
Trent M. Johnson
- 9:10 a.m. – 9:55 a.m. **The FTC’s Initiatives on Franchising, Non-Competes, the Right to Repair, and “Unfairness”**  
Edward D. Burbach, Partner, Foley & Lardner  
Deborah Heisz, Co-CEO, Neora  
Michael J. Lockerby, Partner, Foley & Lardner
- 10:00 a.m. – 10:45 a.m. **Nearshoring into Mexico: Go Full-Fledged IMMEX or Lighter?**  
Marcos Carrasco-Menchaca, Partner, Foley & Lardner México, S.C.  
Alejandro Gómez-Strozzi, Partner, Foley & Lardner México, S.C.
- 10:45 a.m. – 11:00 a.m. **Networking Break**
- 11:00 a.m. – 11:30 a.m. **Spotlight Session: *Best Practices for Preparing for and Responding to Cybersecurity Incidents***  
Jennifer L. Urban, Partner, Foley & Lardner  
Samuel D. Goldstick, Senior Counsel, Foley & Lardner
- 11:35 a.m. – 12:05 p.m. **Spotlight Session: *Tools for Minimizing Liability When Terminating Dealers, Distributors, and Franchisees***  
Nathan D. Imfeld, Senior Counsel, Foley & Lardner  
Tim Patterson, Senior Counsel, Foley & Lardner
- 12:10 p.m. – 12:40 p.m. **Spotlight Session: *Challenges and Opportunities in the Global Supply Chain***  
Peter Loh, Partner, Foley & Lardner  
Brian Bourke, Global Chief Commercial Officer, SEKO Logistics  
Jonathan Walters, Chief Strategy Officer, TruckFix
- 12:45 p.m. – 1:05 p.m. **Lunch**

Hosted since 1991



**Venue:**  
**Foley & Lardner**  
**321 North Clark St.**  
**Chicago, IL 60654**

## CLE Credit

Applications for accreditation will be submitted to CO, FL, NY, and WI for up to 7.0 credit hours (50-min. hour) and CA, IL, NC, TX, UT, and VA for up to 6.0 credit hours (60-min. hour).

See page two for specific details.



**Wednesday,**  
**October 23, 2024**  
**8:30 a.m. - 6:00 p.m.**

## Questions?

Contact [Trisha Addy](#) or [Jessica Moradmand](#)

## Program Agenda

- 1:05 p.m. – 1:50 p.m. **Luncheon Panel | Product Distribution, Supply and Franchise Agreements in Latin America**  
Charles E. Meacham, Partner, Foley & Lardner  
Francisco J. Zappa, Partner, Bomchil  
Luiz Claudio Salles Cristofaro, Partner, Chediak Advogados  
Jaime Herrera, Partner, Posse Herrera Ruiz  
Jose Alejandro Torres, Partner, Posse Herrera Ruiz
- 2:00 p.m. – 2:30 p.m. **Concurrent Breakout Discussions**  
***Strategies to Consider When Dealing with Distressed Counterparties – Supplier Side Versus Customer Side***  
Sharon M. Beausoleil, Of Counsel, Foley & Lardner  
***What's the Latest in Global Trademark Protection?***  
Jami A. Gekas, Partner, Foley & Lardner
- 2:35 p.m. – 3:05 p.m. **Concurrent Breakout Discussions**  
***Evolving Warranty Restrictions: When to Retool Standard Provisions***  
Connor A. Sabatino, Special Counsel, Foley & Lardner  
Jenny Y. Wang, Associate, Foley & Lardner  
Austin R. Kissinger, Associate, Foley & Lardner  
***Set up for Success: How to Win from Day Zero in any International Arbitration Dispute***  
Roland Potts, Partner, Foley & Lardner
- 3:10 p.m. – 3:40 p.m. **Concurrent Breakout Discussions**  
***Anticipating and Resolving Common Supply Chain Disputes***  
Leah R. Imbrogno, Partner, Foley & Lardner  
***Aiming for a Soft Landing: Effective Strategies and Considerations for Terminations and Non-Renewals***  
Christina M. Kennedy, Partner, Foley & Lardner  
Peter Loh, Partner, Foley & Lardner
- 3:40 p.m. – 4:00 p.m. **Networking Break**
- 4:00 p.m. – 4:45 p.m. **Vertical Price and Non-Price Restraints: What Can the Supplier Control?**  
Roberta 'Bobbi' Howell, Partner, Foley & Lardner  
Kate E. Gehl, Partner, Foley & Lardner
- 4:50 p.m. **Closing Remarks**
- 5:00 p.m. – 6:00 p.m. **Networking Reception**

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Applications for accreditation will be submitted to CO, FL, NY, and WI for up to 7.0 credit hours (50-minute hour) and CA, IL, NC, TX, UT, and VA for up to 6.0 credit hours (60-minute hour).

Uniform Certificates of Attendance will be provided to attendees seeking credit in other jurisdictions so they may self-apply for credit if their jurisdictions allow.

Foley & Lardner LLP is an approved MCLE provider in California, Colorado, Illinois, New York, Texas, and Utah.

For purposes of New York CLE credit, this program is appropriate for both newly admitted and experienced attorneys.

Certificates of attendance will be emailed to eligible participants approximately eight weeks after the program.

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