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”
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

9:15 – 10:15 a.m.  The New Frontier: Social Media and Employment Law
- Frank E. Melton, Esq.— Rutter Hobbs & Davidoff (Los Angeles, CA)
- Sharon Stiller, Esq.— Boylan, Brown, Code, Vigdor & Wilson (Rochester, NY)
- Doryce Norwood, Esq.—General Counsel, Circle K Stores (Tempe, AZ)
- Joseph M. Freeman, Esq.— Assistant General Counsel, Cox Communications (Atlanta, GA)
- Claudia G. Regen, Esq.— Associate General Counsel, U.S. Foodservice (Chicago, IL)

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)
- Robert D. Tuke, Esq.—Trauger & Tuke (Nashville, TN)
- Larry L. Ostema, Esq.— Horack, Talley, Pharr & Lowndes (Charlotte, NC)

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)

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