

## Virtual Program | Tuesday, October 25, 2022

8:30 - 8:35 AM	<p><b>Welcome</b> <i>Gregory R. Bishop</i></p>
8:35 - 8:50 AM	<p><b>Downturns and Taxes: What's on Our Radar</b> <i>Presenter: Anna K. Derewenda</i></p> <p>This presentation will highlight general issues to be aware of and that have arisen in past downturns such as those related to net operating losses and debt.</p>
8:50 - 9:05 AM	<p><b>Raising Capital in the Current Market</b> <i>Presenter: John M. Paris, Jr.</i></p> <p>Even in downturns, great companies and great teams get funding. The presenter will discuss equity/equity equivalent options that will attract investors.</p>
9:05 - 9:20 AM	<p><b>Deals in a Downturn: What Might Change if the Forecasted Downturn Arrives</b> <i>Presenter: Laurence V. Parker, Jr.</i></p> <p>Attendees will learn how multiples, financial gap fillers, buyer leverage, timing, deal volume, and other areas may be affected should a downturn occur.</p>
9:20 - 9:35 AM	<p><b>Tools You Can Use to Reduce Your Risk When Your Customers and Suppliers are in Distress</b> <i>Presenter: Jennifer McLain McLemore</i></p> <p>The presenter will highlight important components of third-party contracts to review when a client or customer is in distress. The presenter also will provide a decision tree to help attendees develop an action plan and address unique concerns that may arise in such a context.</p>
9:35 - 9:50 AM	<p><b>Break</b></p>
9:50 - 10:05 AM	<p><b>Incentive and Retention Awards: Flexibility for Employers</b> <i>Presenter: Nona K. Massengill</i></p> <p>This presentation will summarize how key design features can be tailored to meet pressing – and changing – business needs.</p>
10:05 - 10:20 AM	<p><b>Three Major HR Developments That Can Occur During Periods of Economic Uncertainty</b> <i>Presenter: David C. Burton</i></p> <p>This presentation will address what HR departments and in-house counsel can do to prepare for a potential uptick in union organizing, job freezes or reductions in force, and mass layoffs.</p>
10:20 - 10:35 AM	<p><b>Strategic IP Savings: Maximizing Your Trademark Budget</b> <i>Presenter: Janet W. Cho</i></p> <p>The presenter will provide a checklist to help attendees identify their most critical trademark assets and how best to allocate their resources, including which marks to maintain, when to file new applications, how to maintain marks for the long term, and general cost saving practices when filing new applications in the U.S. and abroad.</p>
10:35 - 10:50 AM	<p><b>Navigating Business Litigation: Prevention and Preparation</b> <i>Presenter: Camden R. Webb</i></p> <p>Attendees will learn about preparing for business litigation and preventing it when possible. The session will guide decision-makers on identifying key risks that could lead to litigation, streamlining processes in anticipation of litigation, and practical steps for early dispute resolution.</p>
10:50 - 11:00 AM	<p><b>Closing Remarks</b> <i>Gregory R. Bishop</i></p>