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OCTOBER 6, 2017 | GRAND RAPIDS

29TH ANNUAL

# Business Law *institute*

## The Place to Be for Business Lawyers

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Business Law Section of the  
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### Networking Events

Lunch Section Meeting,  
Evening Reception, and Annual  
Business Law Section Dinner

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# The Place to Be for Business Lawyers

Get the latest updates, strategies, and practical tools you need to succeed in the demanding world of business law. Stay ahead of trends, get expert advice, and take away solutions for your clients.

Plus, don't miss exceptional networking opportunities, including ArtPrize. Extend your stay and experience three square miles of art from around the world—it's free and open to the public.

## Benefits of Attending:

- Stay current with insightful reviews of Michigan legislation and caselaw
- Identify and avoid common drafting mistakes
- Understand the CFIUS process in inbound cross-border acquisitions
- Grasp regulatory and security issues in the e-commerce environment
- Join faculty and council members for an evening reception and dinner

**Your Registration Includes Free Entry to These Great Networking Events!**

### Annual Business Law Section Dinner

Relax and join us for an evening reception. Additional guests are welcome to attend for \$50 each.

(Pre-Registration Required)

### Networking Lunch

Don't miss the annual section meeting and Schulman Award presentation.

See schedule for details.

## SPONSORS



**Amway Grand Plaza**  
187 Monroe Ave. NW  
Grand Rapids, MI 49503

A block of rooms has been reserved under ICLE/Business Law for October 5–6, 2017. The rate is \$199/night. Call 800-253-3590 or reserve online. Reservations must be made by 09/04/17. Registrants are responsible for their own hotel expenses.

## Schedule

Moderator: Mark W. Peters, Bodman PLC, *Troy*

8:00am

### Continental Breakfast, Vendor Showcase, and Registration

9:00am

### Welcome and Update on Business Law Section Activities

Judy B. Calton, Honigman Miller Schwartz and Cohn LLP, *Detroit*

9:10am

### Business Legislation Update

Stay up to date on Michigan business legislation. Confidently advise your clients with essential information.

James L. Carey, Carey Law Offices PC, *South Lyon*

9:55am

### Top Tips for Airtight Drafting

Unambiguous drafting is something lawyers pride themselves on—but almost never achieve. Get rid of old habits that have resulted in litigation and improve client satisfaction with the clarity, specificity, and readability of your documents. Recognize language that can derail deals and get the tips you need to master airtight drafting.

Jeffrey S. Ammon, Miller Johnson, *Grand Rapids*

10:55am

### Essential Updates on Tax

The new administration has signaled tax reform is on the horizon, so knowing what that means for your clients is critical. Understand the most recent federal and state tax developments in this complex and ever-changing area.

Adam P. Williams, Rehmann, *Ann Arbor*

11:45am

### Networking Lunch, Annual Meeting, and Schulman Award Presentation—Sponsored by Charter Capital Partners

1:35pm

### Selected Issues in Inbound Cross-Border Acquisitions

Acquisitions of U.S. businesses by non-U.S. buyers have become common in the integrated global economy. Business lawyers should be familiar with the requirements, regulations, and processes that may accompany these deals. Understand the process for working with the Committee on Foreign Investment in the United States (CFIUS) and when joint voluntary notices to CFIUS should be considered. Learn about additional notices that may be required under International Traffic in Arms Regulations (ITAR) when the target company is an ITAR registrant and recognize the risk of inadvertent export of technical information in violation of U.S. restrictions. Learn about post-transaction filings of Form BE-13 with the U.S. Bureau of Economic Analysis.

Jennifer E. Consiglio, Butzel Long, *Bloomfield Hills*;

Justin G. Klimko, Butzel Long, *Detroit*

2:25pm

### The Business of E-Commerce: Data Security, Regulations, and Electronic Contracting

E-commerce has been on the rise and will continue to grow. Get current on the state of the market and expanding regulatory environment, including developments in electronic contracting (such as the UETA and ESIGN Act). Understand trends in privacy, data security, terms and conditions, and other considerations for connected devices and the Internet of Things. Plus, demystify electronic signatures and record-keeping and learn to integrate e-commerce elements into more traditional forms of commerce.

Stephen L. Tupper, Dykema, *Bloomfield Hills*

3:25pm

### Effective Use of Licensing Agreements in Business Transactions

A license agreement can be a critical business asset. Licensors can secure not only a revenue stream but access to new markets and future inventions. Licensees can access intellectual property for which they incurred no research or development costs, plus the opportunity to sell new products. This session will focus on core business and legal terms in license agreements; recent litigation that impacts the structure of licenses; and tips for addressing the business issues that present the greatest negotiation challenges. Examine how copyright, trademark, trade secret, patent, and rights of publicity licenses have overlapping yet distinct issues.

Susan M. Kornfield, Bodman PLC, *Ann Arbor*

4:10pm

### Business Caselaw Update

Don't miss this expert review of the year in Michigan business caselaw. Take away keen analysis of the developments and how they will impact your practice and business clients this year and beyond.

Daniel N. Sharkey, Brooks Wilkins Sharkey & Turco PLLC, *Birmingham*

4:50pm

### Questions and Answers

5:00pm

### Networking Reception—Sponsored by Stout

Relax and join seminar faculty, Business Law Section council members, sponsors, fellow registrants, and guests.

6:30pm

### Annual Business Law Section Dinner—Wine Sponsored by Comerica Bank Special Corporate Financial Services

Enjoy gourmet food stations and accompanying wine pairings with multiple tasting options. Additional guests are welcome to attend for \$50 each.

(Pre-Registration Required)

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OCTOBER 6, 2017

Amway Grand Plaza  
Grand Rapids

Level: Basic/Intermediate/Advanced  
CLE: 5.5



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INSTITUTE OF CONTINUING LEGAL EDUCATION

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### B. Institute Registration | Pick One

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- \$315 Cosponsor Section Member
- \$295 ICLE Partner
- \$195 New Lawyer (0-3 Years in Practice P78137+)
- \$245 per Lawyer (4+ Lawyers from the Same Firm)<sup>1</sup>
- FREE Judges (Limit 40)<sup>2</sup>

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### C. Materials Format | Institute Registrants Pick One

- FREE Print Handbook and Electronic Materials
- Save \$25 Electronic Materials Only<sup>3</sup>

### D. Annual Business Law Section Dinner | Optional

Pre-Registration Required.

- FREE Institute Registrant
- \$50 Each Additional Guest

### E. Can't Attend the Institute?

Non-Registrants—Purchase the Electronic Materials.

- \$195 Non-ICLE Partners
- \$136.50 ICLE Partners

### F. Payment Info | Calculate Total and Select Check/CC

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**Complete Seminar Policy:** [www.icle.org/info/seminarpolicies](http://www.icle.org/info/seminarpolicies). Prices guaranteed until 10/06/17. <sup>1</sup>Please attach additional sheet listing lawyers attending. <sup>2</sup>Current sitting state court judges (limit 40) attend free and must complete order form or call ICLE to register. <sup>3</sup>Registrants will receive the print handbook and electronic materials if no format is specified. Select "electronic materials only" discount or enter SAVE25 online to save \$25 off registration fee. Materials will be posted online before the seminar. **Persons with Disabilities or Dietary Restrictions:** For special arrangements please contact ICLE no later than seven days before the seminar. **Walk-in Registrations:** Permitted on a space-available basis or if registrants fail to claim their seat in the first 15 minutes of the seminar. **Institute Cancellation Policy:** For a full refund, notify ICLE by 09/22/17. Registrants who cancel after that date will be charged a \$60 cancellation fee. No refunds will be issued after 09/29/17.