



AGENDA

In-House Counsel ‘Defending the Corporate House’

Thursday April 25th, 2019

Pillar + Aught Conference Center, 4201 E. Park Circle, Harrisburg, PA 17111

8:30 to 9:00 AM - Registration

9:00 to 12:15 PM –Program

12:15-1:15 PM – Lunch

1:15 – 4:30 PM - Program

4:30 – 6:30 PM – Happy Hour – O’Reilly’s Pub next door

8:30 am to 9:00 am – Registration and continental breakfast

9:00 am to 10:00 am - Practical Advice for Managing the Deal Process (including ethics)

In this session, we will discuss **ways in which in-house counsel can prepare for and manage the deal process** (whether it’s M&A, bank financing or a capital raise), including the role of external counsel, efficiently and cost-effectively. Throughout this presentation we will also discuss ethical considerations and obligations that frequently arise in the deal context.

PRESENTER: Ken Rollins of Pillar + Aught

10:00 am -10:15 am - Break

10:15 am -11:15 pm – Dittman v. UPMC- Pennsylvania joins the global trend toward increased protection for personal information

In the landmark Dittman v. UPMC case, the Pennsylvania Supreme Court held that **employers owe their employees a duty to exercise reasonable care when collecting and storing personal and financial information**. The Court also called into question the viability of the economic loss doctrine, which bars tort claims involving only pecuniary loss. Although Dittman involved employee data, future court decisions may impose a duty to exercise reasonable care when collecting and storing the personal information of customers, clients, students, and others. We will engage in a thorough discussion of this landmark case and give practical guidance on how to protect information, respond to data breaches, and avoid liability.

PRESENTERS: Devin Chwastyk and Carol Steinour Young of McNees Wallace & Nurick LLC

11:15-12:15 PM – Navigating conflicts of interest issues in the in-house and outside counsel context

This session will provide an analysis of various conflict issues involved in the in-house and outside counsel context, including a review of applicable Rules of Professional Conduct, sample fact patterns and cases.

PRESENTERS: Sean M. Burke, Philip K. Miles III, Thomas S. Schrack and Carolyn M. Smith of McQuaide Blasko, Inc.

12:15 PM to 1:15 pm – Lunch

1:15 pm to 2:15 pm – Consumer Protection

This presentation will discuss **how the Pennsylvania Unfair Trade Practices and Consumer Protection Law governs industries in Pennsylvania which market their services to the public**. It will include a discussion of what constitutes an “unfair trade practice”, how the office of attorney general enforces the law, private rights of action, the consequences of a violation of the law, and strategies for avoiding or surviving an enforcement action.

PRESENTERS: Steven Williams & Chris Carusone of Cohen Seglias Pallas Greenhall & Furman PC

2:15 pm to 2:30 pm - Break

2:30 pm to 3:30 pm – The Roles of Multiple Counsel for the Company, Employees and Directors in Internal and Regulatory Investigations

- a. The Upjohn warning;
- b. The law on indemnification; and
- c. Advancement of expenses and undertakings;

PRESENTERS: Efreem Grail, of the Grail Law Firm, and Tim Hoy, of Mette Evans & Woodside

3:30 pm to 4:30 pm – Intellectual Property Meets Social Media

This session will cover the **basics of intellectual property that every in house counsel should know, with a focus on the intersection of intellectual property and social media in the workplace**. This session will cover copyright and trademark issues, FTC disclosure requirements for influencers and endorsers, and the latest employment issues that arise from use of social media by employees.

PRESENTER: Kevin Gold of Pillar + Aught

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