

11th Annual Course

Essentials of Business Law: Meeting 2020 Challenges



HALF OFF
if licensed
5 years
or less

LIVE Houston • March 12-13, 2020 • Hilton Houston Westchase

VIDEO Dallas • April 23-24, 2020 • Cityplace Events



MCLE CREDIT
12.75 Hours (1 Ethics)

DOWNLOADABLE
Course Materials 

TexasBarCLE.com
800.204.2222 x1574

*Education by the Bar,
for the Bar*

TexasBarCLE presents
the 11th Annual Course

Essentials of Business Law: Meeting 2020 Challenges

Cosponsored by the Business Law Section of the State Bar of Texas

Register early and **save up to \$100!**

Lawyers licensed 5 years or less take
HALF OFF!

(See page 4 for details.)

LIVE Houston

March 12-13, 2020

Hilton Houston Westchase

Register by **February 27** to save!

VIDEO Dallas

April 23-24, 2020

Cityplace Events

Register by **April 9** to save!



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MCLE CREDIT

12.75 Hours (1 Ethics)

MCLE Course No: 174068467

Applies to the Texas Bar College
and to the Texas Board of Legal
Specialization in Civil Appellate and
Civil Trial.

Purpose and Scope

This course will cover a broad range of topics today's Texas lawyers need to understand to represent and counsel business clients effectively, including a mix of hot issues and perennial challenges. Some of the new topics include GDPR and other privacy regulations, medical marijuana and CBD, and legal issues for social media influencers. You will hear the latest about basic business law issues including bankruptcy, company formation in Texas and other states, non-competes, buy-sell agreements, insurance, and litigation avoidance. The course will also cover the latest trends in managing a business law practice, including contract lawyers, alternative legal service providers, and practical tips for starting a new practice.

Thursday

6.75 hours including .75 ethics

8:00 Registration

Coffee & Pastries Provided

8:55 Welcoming Remarks

Course Directors

Christina Marshall, *Dallas*
Haynes and Boone

Zach Wolfe, *Houston*
Fleckman & McGlynn

9:00 GDPR and Other Privacy

Considerations 1 hr (.5 ethics)

- What is it?
- What is it requiring?
- How does it impact your clients?
- Implementation
- New California regulations

James McGarvey, *Houston*
Archer Solutions

Asif Sayani, *Houston*
Pharm-Olam

10:00 10 Things You Need to Know from a Bankruptcy Angle for Your Corporate Practice .5 hr

John J. Sparacino, *Houston*
Vorys, Sater, Seymour and Pease

10:30 Networking Break

10:45 Using Contract Lawyers 1 hr (.25 ethics)

- Ethical issues when hiring contract attorneys
- Legal differences of using recruiting agencies vs. independent contractors
- Negotiating key provisions of the services agreement
- Identifying the need for contract attorneys
- Role of a contract attorney
- Different types of contract attorneys

Katrina M. Davis, *Houston*
KMD Law & Associates

Porche Jones, *Houston*
Legility

11:45 Working with Alternative Legal Service Providers .5 hr

- Benefits for in-house and outside counsel
- Partnering vs. competing to best serve client needs
- What technologies exist and how to leverage them

Sajju George, *Houston*
Apex LPO

12:15 Break - Lunch Provided

12:30 Luncheon Presentation: Dealing with Social Media Influencers .75 hr

- As a client
- As a vendor

Shannon Montgomery, *Houston*
Montgomery Law

1:15 Break

1:30 Corporate Governance Challenges and How to Address Them at Formation .75 hr

John Boaz Sartain, Jr., *Dallas*
Munsch Hardt Kopf & Harr

Taylor Calise, *Dallas*
Imaginity

2:15 Series LLCs .75 hr

Roger A. Key, *Lubbock*
Key, Terrell & Seger

3:00 Break

3:15 Deep Dive: Restricted Covenants in Texas 1.5 hrs

- Non-competes
- Non-solicitation
- Confidentiality agreements
- Forfeiture of equity



Meghaan C. Madriz, *Houston*
McGuireWoods

Zach Wolfe, *Houston*
Fleckman & McGlynn

4:45 **Adjourn**

Friday

6 hours including .25 ethics

8:00 **Coffee & Pastries Provided**

8:25 **Announcements**

8:30 **Building Blocks for a New Practice**
1 hr (.25 ethics)

- Solo or partnership
- Importance of mentors
- Practice development
- Practice management
- Business development
- Vetting clients and client relationships
- Client diversity

Christina Marshall, *Dallas*
Haynes and Boone

David H. Oden, *Dallas*
Oden Law Firm

9:30 **Shareholder Agreements: New Developments and Common Pitfalls**
.75 hr

F. Eric Fryar, *Houston*
Fryar Law Firm

Mark L. Weintrub, *Plano*
Authentix, Inc.

10:15 **Networking Break**

10:30 **Insurance Panel** *1 hr*

- Use of insurance in private equity transactions (even in smaller deals)
- Insurance provisions in contracts
- Different protections for companies
- When you need riders

Matthew Wiener, *Houston*
Aon Risk Solutions

Ernest Martin, Jr., *Dallas*
Haynes and Boone

11:30 **Overview of Entities from Other States** *.75 hr*

- Jurisdiction and choice of entity issues
- Wyoming and Delaware examples

Speaker to be announced

12:15 **Break - Lunch Provided**

12:30 **Luncheon Presentation: Issues Surrounding Medical Marijuana and CBD** *1 hr*

- Legal vs. non-legal issues
- Issues in the workplace
- Employer vs. legal perspectives in hiring and disciplining employees

Jacklyn Ford, *Houston*
Vorys, Sater, Seymour & Pease

Dean J. Schaner, *Bellaire*
Schaner Law Firm

1:30 **Break**

1:45 **Deep Dive: Litigation Avoidance**
1.5 hrs

- How litigators look at business transactions
- Who do you represent? Company vs. individual vs. board
- Vetting processes
- Structuring transactions so that you have a solvent party on the other side
- Plaintiff vs. defense oriented litigators
- Bankruptcy considerations
- Fraudulent inducement
- Hypotheticals of when things go wrong

Moderator

Ladd A. Hirsch, *Dallas*
Winstead PC

Panelists

Hon. Ravi K. Sandill, *Houston*
Judge, 127th District Court

Brian F. Antweil, *Houston*
Katten Muchin Rosenman

Adrienne Randle Bond, *Houston*
Fortitude Management Group

3:15 **Adjourn**

Mark Your Calendar

▶ Making and Breaking Ironclad Contracts

LIVE Austin
March 6, 2020
Texas Law Center

▶ Choice, Governance & Acquisition of Entities in Texas

LIVE Houston
May 22, 2020
The Whitehall

▶ Business Disputes

LIVE Austin
September 10-11, 2020
Texas Law Center

▶ Advanced Business Law

LIVE Dallas
November 5-6, 2020
Hilton Park Cities

Benefits of Attending a LIVE Course

- Make the connections you need for the business you want: 80% of clients come from trusted sources such as fellow attorneys.
- Be the first to learn of vital developments and potential changes in your practice area.
- Gain guidance and insight from face to face Q & A with course faculty.
- Get inspired and motivated by connecting with judges, fellow attorneys, and other professionals - many with the same issues and concerns you may have.
- Take time away from the office to focus on CLE without distractions!

Visit TexasBarCLE.com for more information.

Ways to Save on This Course!

Meet the Register by Deadline and Save \$50

Early registrations help us ensure that sufficient course books, seating, and refreshments are available. Course materials and seating will be reserved for preregistrants until the start of the first topic.

GO GREEN and Save \$25

Select the PDF download ONLY for a discount.

Business Law Section Members Can Save \$25

Not a member? To join, visit your My Bar Page and join online, or download a membership form from TexasBar.com/sections to pay by mail. Please do not send section membership payment with your registration fee.

Texas Bar College Members Can Save \$25

To join or learn more, visit texasbarcollege.com or call (800) 204-2222, x1819.

Texas Paralegal Division Members Can Save \$25

To join or learn more, visit txpd.org or call (806) 443-2209.

Earn Discounts by Registering Five or More

from your firm or agency. Contact Firm & Group Sales Manager Laura Angle at (512) 263-2802 or laura.angle@texasbar.com.

HALF OFF for Attorneys Licensed in Texas 5 Years or Less!

You read that right! See the registration form.

Scholarship Information

TexasBarCLE offers scholarships for live courses, video replays, online classes, and webcasts. To apply or learn more, call (800) 204-2222, x1490, Mon-Fri 8am-5pm CT. Please apply at least two weeks prior to any live/video replay course or at least one week prior to any webcast or online class.

Active Texas State, County, and Federal Judges, Administrative Law Judges, Hearing Examiners, and Judge's Staff Attorneys may attend out-of-state programs for a discounted rate or in-state programs for free, provided:

- (1) the course directly relates to the judge's/tribunal's jurisdiction,
- (2) the judge is a full-time judge or retired under a judicial retirement system and
- (3) space is available for all paying registrants. This privilege does not extend to prosecutors, receivers, trustees, other court staff, or persons serving part-time in a judicial capacity. Actual attendance is required to receive course materials.

Parking Information

is subject to change and does not guarantee available space. **Houston:** Self-parking is complimentary in the hotel surface lot. **Dallas:** Self-parking is available in the Cityplace Tower Garage for \$10/day. Park on any level and take the elevator to Concourse Level C.

If You Need Special Accommodations to Attend or Have a Food Allergy,

please contact us as soon as possible at (800) 204-2222 x1827. For Cityplace Events in Dallas, please call us in advance of your arrival so that assisted parking can be arranged for drivers of handicap-designated vehicles.

Registered but Can't Attend? Still Earn MCLE Credit

by taking the course online later. If you would rather have a refund, call (800) 204-2222, x1574 or fax your request to (512) 427-4443.

Refund requests must be made at least one business day before the program.

FREE ONLINE BENEFITS! Online Videos and MP3s of the Topics

will be available to registrants 6-8 weeks after the course. Provide your e-mail address when preregistering to be notified when and how these benefits may be accessed. (Note: Presentation lengths may vary from that which was advertised.) There's no extra charge; as a registrant, you're already entitled!

Interested in Sponsoring or Exhibiting at this Course or Others?

Please contact us at clesponsorships@texasbar.com.

Policy of Impartiality

The State Bar of Texas does not endorse political candidates. When a candidate for the public office is included in promotion for or participates in a TexasBarCLE event, the State Bar is not taking a position for or against anyone's candidacy.

Reserve Your Hotel Room Early

Hotel rooms have been blocked at special rates on a space available basis. To make a reservation, contact the hotel and indicate that you will be attending this State Bar of Texas course.

LIVE Houston

Hilton Houston Westchase
9999 Westheimer Road
Houston, TX 77042
(713) 974-1000
\$139 single/double

Deadline: February 19, 2020

Or make your reservation online at:

www.TexasBarCLE.com?a=EOB

The reserved block of rooms may fill up before the deadline. Act Now!



VIDEO Dallas

Cityplace Events
2711 N. Haskell Avenue
Dallas, TX 75204
(214) 515-5100

No hotel rooms have been blocked for this video replay.



Course Directors

Christina Marshall Dallas
Zach Wolfe The Woodlands

Planning Committee

Katrina Davis..... Houston
Robert Ford..... Houston
Ladd A. Hirsch Dallas
Heather Kahele..... Houston
Roger A. Key..... Lubbock
Carol Bavousett Mattick..... Windcrest
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REGISTERING FIVE OR MORE?
 E-mail Laura Angle at
laura.angle@texasbar.com
 for group discount information.

Lawyers licensed 5 years or less
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Essentials of Business Law: Meeting 2020 Challenges

- 1 Essentials of Business Law: Meeting 2020 Challenges** [8355]
LIVE Houston • March 12-13, 2020
 Regular Registrant..... \$545
Take \$50 OFF: Register by February 27
 Licensed 5 years or less, **HALF OFF** \$272.50*

- VIDEO Dallas • April 23-24, 2020**
 Regular Registrant..... \$445
Take \$50 OFF: Register by April 9
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- Your live course registration includes:**
- Coffee and pastries each morning
 - Lunch provided both days
 - Complimentary WiFi in the meeting room
 - Course materials provided as a download and printed book, or select the download *only* for a discount!

- I may attend complimentary because I am a (see p. 4):**
 Qualifying judge Judge's staff attorney

**No discounts in section 3 may be taken.*

- 2 I want my course materials format to be:**
 Hard copy book as well as a PDF download of same (both formats included in registration fee)
 PDF download ONLY so I'll **take \$25 OFF**

- 3 I am entitled to 1 or 2 discounts on the course:**
 \$50 OFF because I am registering by the "Register by" date at the left. (If by mail, date of postmark will be determinative.)
\$25 OFF because (choose 1 box only) I'm a member of the:
 Business Law Section
 Texas Bar College
 Paralegal Division

For more information on joining the section, see page 4.

- 4 I can't attend, but would like the materials.**
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 Course hard copy book \$155*
 To order a discounted PDF download of course materials, search **Publications** at TexasBarCLE.com (available 1-2 weeks after the course).

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**Plus 8.25% sales tax on total course book sales only. Please include sales tax or attach an exemption certificate. Book orders are shipped separately 1-2 weeks after the live program. Please include payment by check or supply credit card information on this form.*

MP3 files of topics will be downloadable from TexasBarCLE.com 6-8 weeks after the course. For information on other course products, contact our Flash CLE service at (800) 204-2222, x1575.

QUESTIONS?
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