

August 9 Roundtable: Supreme Court's Ruling on Resale Price Maintenance

With the Supreme Court's ruling in the *Leegin* case on June 28, many companies are wondering how this ruling may impact their franchising and distribution policies and agreements. Questions are already being raised, and the panelists will be bringing these issues into focus during the August 9 Roundtable at the downtown Ritz Carlton.

The panelists will explore a variety of issues in the aftermath of *Leegin*. We will encourage participation by attendees in order to address their questions and to share their thoughts about predictions for the future, including Justice Breyer's prediction that the decision "will likely...create legal turbulence as lower courts seek to develop workable principles."

Panelists Perspectives

Andy Rudd, Group General Counsel, Newell Rubbermaid

- Andy will address how *Leegin* may affect existing minimum advertising policies (MAP). Will there be sea change in the world of product advertising for consumers?
- How will this decision impact Brand Equity Programs?
- Will companies now be more direct in controlling prices?
- What anti trust issues still need to be considered?

Peter Dosik, Vice President and Deputy GC, Church's Chicken

- What modifications to our existing agreements with our franchisees do we need to consider?
- What do we need to know about federal and state laws in order for us to make informed decisions?
- Although *Leegin* may allow certain minimum resale price maintenance agreements, to what extent will companies want or need to make changes?

Jim Mulcahy, Partner, MulcahyReeves LLP

- Jim will discuss the historical development of the *Leegin* rule.
- What impact will state laws, including Georgia's, have on these issues?
- How are MAP programs now to be viewed?
- What needs to be done to re-examine current distribution and franchisee agreements in the face of *Leegin*?

We look forward to seeing you on August 9 at the Ritz Carlton at 181 Peachtree Street at 7:30 AM for breakfast with our panel running from 8:00 – 10:00. If you still need to register for this complimentary Roundtable, please email Jill Westphal at jwestphal@mulcahyreeves.com

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