

ALFA International
Client Seminar

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ALFA INTERNATIONALSM



Products Liability Perspectives

SPECIAL EDITION

ALFA International Client Seminar Preview



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Notes From the Editors

Welcome to this Special Edition of the *Product Liability Perspectives* Newsletter. As we mentioned in the Fall/Winter Edition of *Perspectives*, we are bringing to you this special preview of the March 2007 International Client Seminar topics. The program is chaired by Chuck Stewart of the Montgomery,

Alabama ALFA firm, Bradley Arant Rose & White LLP. Chuck promises a cutting-edge, information-packed seminar highlighted by sufficient time to socialize and to take in the scenery of beautiful Southern California.

"It's been quite a few years since the Products Liability Practice Group has had the opportunity to host this program and we are very excited about the depth of talent scheduled to speak. You'll have plenty of formal and

informal opportunities to discuss the latest domestic and global trends in product liability law with highly capable practitioners and industry leaders. You won't want to miss this lineup."

We encourage you to read the previews, mark your calendars and talk to your nearest ALFA attorney about attending this seminar. See you in the Desert!

- Krsto Mijanovic &
Dennis Keene

ALFA INTERNATIONAL
THE GLOBAL LEGAL NETWORK

2007 INTERNATIONAL CLIENT SEMINAR March 8-10, 2007 - JW Marriott Desert Springs - Palm Desert, California

The 2007 International Client Seminar in Palm Desert is your ticket to panel discussions and presentations on cutting edge substantive law and practical pointers. Mark your calendars for March 8-10, 2007, to enjoy the luxury of the J.W. Marriott Desert Springs Resort and the learning experience of the year.

The Presentations include:

THE SARBANES-OXLEY ACT (SOX)

Thought your job was tough before? Get ready for a SOX in the nose. Everyone knows that SOX has led to greater corporate requirements and potentially greater director and officer liability. It has given the SEC expanded rule-making authority over corporate governance, and it has injected a higher element of what will be considered "best practices" into corporate America. But how will it affect the field of products liability? How will it affect the role of the Chief Legal Officer of a manufacturing company? How will it affect the role of outside counsel? This presentation will answer these and many other questions that must be considered in today's corporate world.

NEW E-DISCOVERY RULES AND EUROPEAN PROTECTION LAWS

New amendments to Federal Rules of Civil Procedure and recent decisions focusing on electronic discovery require unearthing relevant information wherever it may reside. Such rules will inevitably impact discovery rules at the state court level. This panel discussion will address the impact these new rules will have on a litigant's discovery obligations, as well as the technical and procedural challenges that a litigant faces when identifying, extracting, analyzing and producing electronically stored information. This session will also address the conflict between U.S. discovery rules and EU's privacy laws, and strategies of striking a balance between the interests of U.S. courts with those of the foreign sovereign.

The Break-out Sessions include:

PRODUCT LIABILITY IN ASIA AND THE PACIFIC RIM

The countries in the Asia/Pacific regions have very different approaches to product liability law and the legal regimes that address product liability claims. This session will address the essential product liability issues that companies need to know if they export products for sale or manufacture products in the vast and rapidly developing regions of China, India or the Asia/Pacific regions.

THE MODERN WORLD OF WARNINGS

The issue of warnings has been a fierce battle ground in products liability litigation for litigants on both sides of the bar. In an increasingly global and regulated environment, how should warnings issues be handled? Do the tried and true strategies manufacturers have historically used make sense in modern litigation? Are creative new approaches needed? A stellar panel of lawyers and experts who face these issues everyday will give their insights.

PRODUCTS LIABILITY CLAIM INVESTIGATIONS

Proper investigation can make or break your defense in a products liability case. Long before a case reaches litigation, you should have a thorough understanding of the specific product involved, the plaintiff, and the nature of the accident or injury. Ultimate success or failure may turn on decisions made, and opportunities lost, during the investigation stage. Our panelists will draw on their years of experience to provide you with a roadmap for conducting a claims investigation the right way every time.

REGULATORY STANDARDS AND COMPLIANCE

Today's manufacturers are confronted with an increasingly complex scheme of product standards and requirements both in the United States and abroad. This panel will examine topics such as good engineering practices, design standards, CE marks, ISO 9001, ANSI Z535, and the risk hazard analyses required to comply with them.

DOING BUSINESS ABROAD: EUROPE

The EU Council Directive 85/374 of 25 July 1985 on Product Liability introduced into the European Community a common concept of strict liability. How has this developed since? Is the manufacturer faced with a variety of local rules? How is the manufacturer exposed when licensing the production? How can he protect his Intellectual Property rights? When doing business in Europe, how does one cope with these related issues? How does European treatment of Product Liability and IP compare with that of the United States?

PRODUCT RECALLS

No matter what language you speak, the way a manufacturer announces to the world that a change to its product is needed, and how it implements that change, is critical to the company's reputation and potential exposure. In today's global marketplace, manufacturers need to be aware of the pitfalls awaiting them from Australia to the EU, from Asia to the US. This program will show you the latest in what works, and what doesn't, when manufacturers maneuver around the domestic and international issues encountered in a recall or retrofit campaign.

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