

Re-evaluating Reseller Relationships

Sheppard, Mullin, Richter & Hampton LLP Orange County
12.17.2008

Re-evaluating Reseller Relationships: The Impact of *Infra-Comm v. Cisco*

This complimentary seminar will be presented by Brian M. Daucher, lead attorney for the *Infra-Comm v. Cisco* case, and Joseph Kovar, Senior Editor for Channel Web. The speakers will discuss lessons learned from the case, including:

- **Legal Lessons:** options on negotiating existing reseller agreements, documenting transactions to deter interference, the future enforceability of adhesion provisions in reseller agreements, and conflict management.
- **Business Lessons:** diversification of product offerings, relationships with customers, overseeing interactions between account managers and your customers, and deal registrations.

Wednesday, December 17, 2008

The Pacific Club - Bistro Side Room

4110 MacArthur Boulevard
Newport Beach, CA 92660

Light Breakfast & Presentation 7:30 a.m. - 8:45 a.m.

Questions: Melissa Omphroy at (415) 774-2997 or momphroy@sheppardmullin.com