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→ Events

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 <u>complimentary</u> 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