

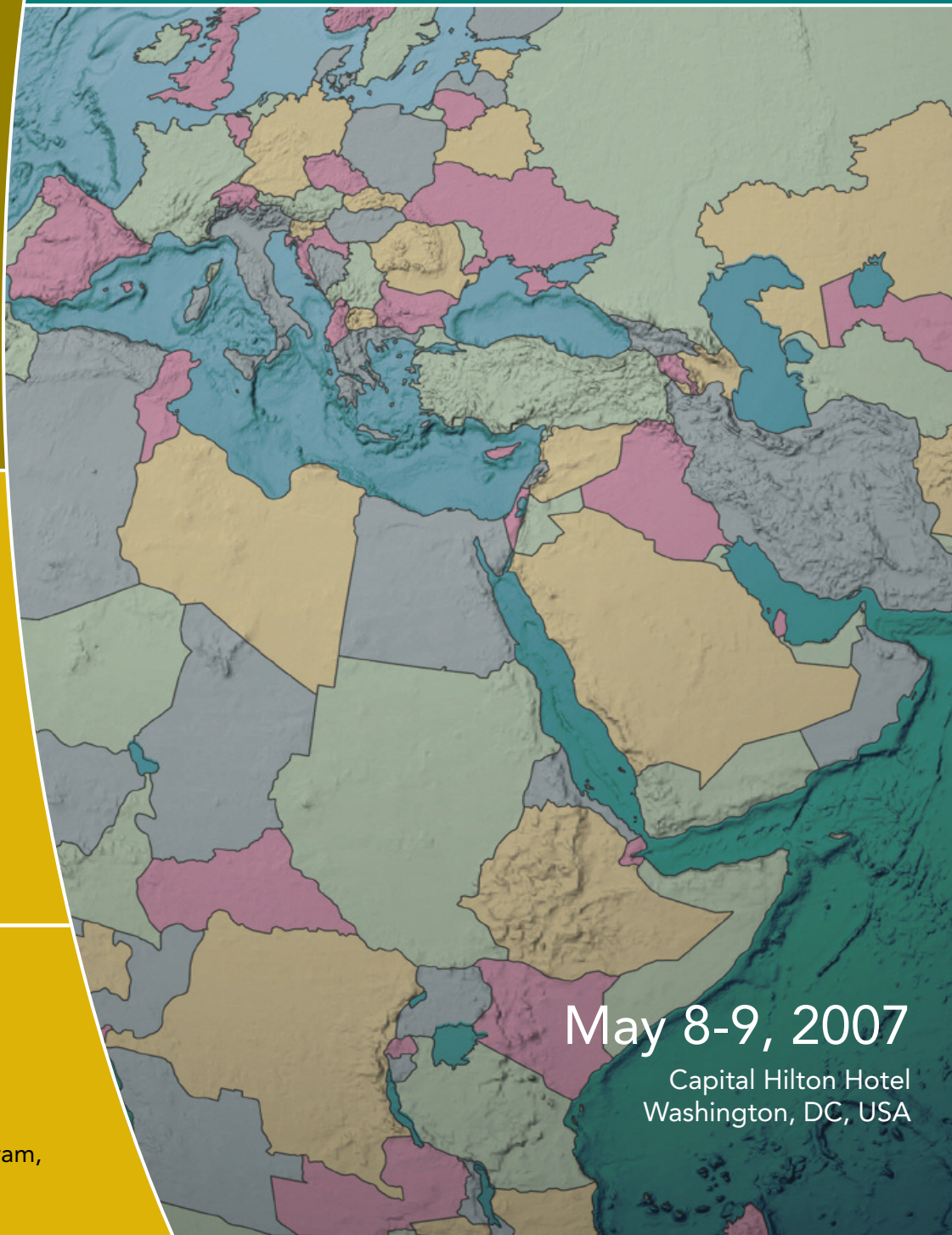


23rd Annual Joint Conference

organized by the International Franchising Committee of the
International Bar Association's Legal Practice Division
and the International Franchise Association



ENSURING SUCCESS IN INTERNATIONAL FRANCHISING



Conference Chair:
Andy Scott
Paul Hastings
Janofsky & Walker
Atlanta, Georgia
USA

May 8-9, 2007

Capital Hilton Hotel
Washington, DC, USA

For more information on this program,
find it at www.franchise.org



Programme

Tuesday, 8 May

- 6:00 pm** **Reception**
Occidental Grill, Willard Hotel
1475 Pennsylvania Avenue, NW
Washington, DC
- 7:00 pm** **Dinner**
Occidental Grill, Willard Hotel
1475 Pennsylvania Avenue, NW
Washington, DC

Wednesday, 9 May

- 7:30 am – 8:00 am** **Registration & Continental Breakfast**
- 8:00 am – 8:15 am** **Welcome and Introduction**
Andy Scott, Chair, International Franchising Committee of the International Bar Association's Legal Practice Division, Partner, Paul Hastings Janofsky & Walker, Atlanta, Georgia, USA
- 8:15 am – 9:30 am** **Plenary I: Privacy Issues in International Franchising**
This session analyzes the impact of privacy laws on international franchising. We will look at Privacy Laws in Europe, China, India, Australia, Brazil and Canada and also at US Privacy Legislation that is relevant to international franchising. In Europe, data transfers to the USA remain tightly regulated and we will discuss the difficulties that this can cause for Franchisors and some possible solutions. In Canada, we will examine the interplay between the federal and provincial privacy laws that regulate the commercial use of personal information by the private sector and their effect on franchise systems. Elsewhere, for example, we will consider privacy issues raised by the use of business outsourcing and call centers in India; the nascent state of privacy law in China; and the privacy law protections guaranteed under the Brazilian constitution. Finally, US privacy law is relatively lax but is changing quickly, with a patchwork of recently enacted state laws addressing information security and similar federal legislation expected in the near term. Also the US does have strict laws regarding children's online privacy, which affects loyalty programs and other online activities aimed at children. We will also discuss the US anti-spam laws, which any franchisor engaged in e-mail marketing needs to understand. The topic will be presented against the background of a case study from the hotel and leisure industry which will contrast commercial practice and legal constraints.
- Moderator:*
Babette Märzheuser-Wood, Field Fisher Waterhouse LLP, London, England
- Speakers:*
Babette Märzheuser Wood, Field Fisher Waterhouse LLP, London, England (European Privacy Laws)
Andrew Loewinger, Nixon Peabody, Washington, DC, USA (China, India, Mexico, Australia)
Jennifer Debrow, Gray Plant Mooty, Minneapolis, Minnesota, USA (US Privacy Laws)
Bernice Karn, Cassels Brock, Toronto, Montreal, Canada (Canadian Privacy Laws)

9:35 am – 10:35 am **Concurrent Interactive Roundtable Discussions (Select One)**

ROUNDTABLE I

Protection of Intellectual Property in International Franchise Expansion

This roundtable session will analyze and discuss the how and when to internationally protect intellectual property, especially trademarks and trade secrets.

Discussion Leaders:

Leonard Polsky, Gowling Lafleur Henderson LLP, Vancouver, Canada
Pablo Hooper, Gonzalez Calvillo, S.C., Mexico City, Mexico

ROUNDTABLE II

Business Aspects of International Franchising

What are the most important business aspects that must be considered by a franchisor when negotiating an international franchising arrangement, and which of these aspects should be reflected in international franchise agreements?

Discussion Leaders:

Gary Duvall, Dorsey & Whitney LLP, Seattle, Washington, USA
Larry Weinberg, Cassels Brock, Toronto, Ontario, Canada

ROUNDTABLE III

Using Development Agreements in International Franchise Expansion

Is it advisable to use international area development agreements? What are the legal effects of an area development agreement vis-à-vis a master franchise agreement?

Discussion Leaders:

Daniel Waddell, Papa John's International, Inc., Louisville, Kentucky, USA
David Koch, Plave Koch, PLC, Reston, Virginia, USA

10:35 am – 11:00 am Refreshment Break

11:00 am-12:15 pm News From Around the World

This session is the traditional roundup of developments in franchising from jurisdictions around the world.

Session Chair:

Andy Scott, Chair, International Franchising Committee of the International Bar Association's Legal Practice Division, Partner, Paul Hastings Janofsky & Walker, Atlanta, Georgia, USA

Speakers:

Australia: Penny Ward, Baker & McKenzie, Sydney, Australia

Italy: Aldo Frignani, Frignani e Associati, Turin, Italy

Sweden: Anders Fernlund, Senior Vice Chair of the IBA Committee on International Franchising, Advokatfirman Nova, Stockholm, Sweden

US Developments: David French, Vice President, Government Relations, IFA, Washington, DC

International Aspects of the New FTC Franchise Rule: Carl Zwislser, Haynes and Boone, Washington, DC

Belarus: Mark Abell, Field Fisher Waterhouse, London, England

12:15 pm – 1:45 pm Luncheon Presentation

China Update

During our lunch, international franchise law experts will present an update on the new franchise regulations in the People's Republic of China. The question and answer format will elucidate new provisions and contrast prior regulations.

Speakers:

Paul Jones, Barrister, Solicitor & Trademark Agent, Jones & Co. Barrister, Solicitor & Trademark Agent, Toronto, Ontario, Canada

Tao Xu, DLA Piper US LLP, Reston, Virginia, USA

1:45 pm – 2:45 pm **Concurrent Interactive Roundtable Discussions (Select One)**

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Discussion Leaders:

Leonard Polsky, Gowling Lafleur Henderson LLP, Vancouver, Canada

Pablo Hooper, Gonzalez Calvillo, S.C., Mexico City, Mexico

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David Koch, Plave Koch, PLC, Reston, Virginia, USA

2:45 pm – 3:00 pm **Refreshment Break**

3:00 pm – 4:15 pm **Plenary II: Ensuring Receipt of Payments in International Franchising, During and After the Franchise Relationship**

In any international relationship one is dependent on the legal framework in the target country. Does the law work the same way "over there?" In International Franchising, the franchisor must depend on payment mechanisms and local enforcement to ensure that all payments can be collected smoothly. During this session we will hear how different jurisdictions approach payment enforcement. How does one treat a Master Franchisee or a Franchisee who does not pay? What are the possible remedies available in the event of nonpayment? Are there any differences between pre-contractual payments, payments during the term and post-contractual payments? What are the legal measures at hand for the Franchisor?

Moderator:

Anders Fernlund, Senior Vice Chair of the IBA Committee on International Franchising and Advokatfirman Nova, Stockholm, Sweden

Speakers:

Steve Goldman, Marriott International Inc., Washington, DC, USA

Gerard Sautereau, Henry & Sautereau, Paris, France

Yanos Gramatidis, Bahas Gramatidis & Associates, Athens, Greece

Oswaldo Marzorati, Allende & Brea, Buenos Aires, Argentina

Victoria Wilkes, Wragge & Co. LLP, Birmingham, England

4:15 **Conference Adjourns**

GENERAL INFORMATION

Date

May 8-9, 2007

Venue

Capital Hilton Hotel
16th and K Streets, NW
Washington, DC, 20036 USA
Tel: +1 (202) 393-1000
Fax: +1 (202) 639-5784

Conference Room Rates

US \$ 253 Single
US \$ 273 Double
US \$ 283 Single Towers Level
US \$ 296 Double Towers Level

Please contact the Capital Hilton directly at +1 (202) 393-1000 or +1 (800) HILTONS to make your hotel reservation. Indicate you are registering for the International Franchise Association (IFA) Conference to receive our negotiated group rate. A credit card will be required to hold the reservation at the time it is made. The deadline for making your room reservation is April 14, 2007 or when our room block is filled. After that date or when our room block is filled, reservations will be accepted at the hotel's prevailing rate, subject to availability.

Language

The working language of the Conference will be English.

Conference Registration Fees

IBA or IFA (Franchisor and Supplier Forum) members @ US \$ 495 per person
Non Member @ US \$ 645 per person
Franchisee* @ US \$ 395 per person
** Does not apply to franchisors, consultants, attorneys or other suppliers who are also franchisees.*

Conference Registration fees include:

Attendance at all educational sessions
Conference working materials
Reception and Dinner on Tuesday, May 8
Breakfast on Wednesday, May 9
Refreshment Breaks on Wednesday, May 9
Lunch on Wednesday, May 9

Pre-Registration and Payment of Fees:

Pre-registration for the IBA/IFA Joint Conference closes on April 27. If you are not able to meet this deadline, please register at our onsite Registration Desk beginning Monday afternoon. To register for all events described in this brochure, please complete one registration form per person and send with payment to the IFA Offices in Washington, DC. Payment of fees should be in US dollars, by check or bank draft drawn on a US bank and made payable to the International Franchise Association (Federal Tax ID # 36-6108621) or by Visa, MasterCard, American Express or Discover Card. Persons may also pay by wire transfer. Our bank details are as follows:

Chevy Chase Bank
International Franchise Association
Routing # 255071981
Account # 211-43012-5

Cancellations

Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the conference. A 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no-shows." All requests for refunds must be made in writing to the IFA. Substitutions are permitted at any time.

Social Programme

A special networking reception and dinner will be held on the evening of May 8 at the Occidental Grill in downtown Washington, DC, just a short taxi ride from the Capital Hilton. The cost of the reception and dinner is included in the registration fee.

Conference attendees wishing to purchase an additional dinner ticket for Tuesday evening can do so @ US \$140 per ticket.

Persons who are not able to attend the entire conference but wish to purchase a dinner ticket for Tuesday evening can do so @ US \$190 per ticket.

Earn Credits

Your attendance at the IBA/IFA Conference qualifies you for Continuing Professional Development (CPD) credits. The Conference has been accredited by the Law Society of England and Wales and the Nederlandse Order van Advocaten. If CPD accreditation is required by delegates from other countries, the IBA will be pleased to supply a certificate of attendance. Contact Kerri Deegan (kerri.deegan@int-bar.org or +44 (0)20 7691 6868) at the IBA for more information.

In addition, you may also earn Continuing Legal Education Credits (CLE's) in all US states by attending this conference. Details on how to obtain credits will be available onsite at the IFA Registration Desk.



You will earn 150 Core/Elective Credits toward the completion of the Certified Franchise Executive (CFE) accreditation by attending the IBA/IFA Joint Conference.

23rd Annual IBA/IFA Joint Conference Registration Form

May 8-9, 2007 ~ Capital Hilton Hotel ~ Washington, DC, USA

Please read the "General Information" section before completing this form and return it with your payment to the address below. Please complete one form per person. Pre-registration for the IBA/IFA Joint Conference closes on April 27. To register after this date, please visit our onsite Registration Desk beginning the afternoon of May 8.

Full Name _____
Badge Name _____ Title _____
Company _____
Address _____
City, State, Zip, Country _____
Telephone _____ Fax _____
Email _____

Please Mark the Appropriate Boxes:

Registration Fees are Per Person.

- | | | |
|---|----------------------|-------------------|
| <input type="checkbox"/> IBA or IFA (Franchisor or Supplier Forum) Member | US \$ 495 per person |\$ _____ |
| <input type="checkbox"/> Non-Member | US \$ 645 per person |\$ _____ |
| <input type="checkbox"/> Franchisee Member* | US \$ 395 per person |\$ _____ |
| <input type="checkbox"/> Additional Dinner Tickets for Conference Attendees | US \$ 140 per person | X ____ = \$ _____ |
| Guest Name (if applicable) _____ | | |
| <input type="checkbox"/> Dinner Tickets for Non-Conference Attendees | US \$190 per person | X ____ = \$ _____ |

Total US \$ _____

* Does not apply to franchisors, consultants, or other suppliers who are also franchisees

Payment Method


- Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)
- Credit Card: American Express, Discover Card, MasterCard, VISA (circle one)
- Account # _____ Expiration _____
- Card Member Name _____
- Billing Address _____
- Signature _____

Complete and return with payments to:

International Franchise Association
c/o 23rd Annual IBA/IFA Joint Conference
1501 K Street, NW, Suite 350
Washington, DC 20005 USA
Telephone + 1 (202) 628-8000 Fax + 1 (202) 628-0812

For Hotel Reservations:

Contact the CAPITAL HILTON directly at + 1 (202) 393-1000 or + 1 (800) HILTONS to reserve your room at IFA's negotiated group rate. The deadline for making reservations is April 14, 2007 or when the IFA room block is filled.

- Check here if you require special assistance to fully participate. 
- Please specify: _____

Cancellation Policy: Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the Conference. At 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no shows." All requests for refunds must be made in writing. Substitutions are permitted at any time.



International Bar Association (IBA) – the global voice of the legal profession

In its role as a dual membership organisation, comprising 30,000 individual lawyers and over 195 Bar Associations and Law Societies, the International Bar Association (IBA) influences the development of international law reform and shapes the future of the legal profession. Its Member Organisations cover all continents, and almost all nations.

Grouped into two Divisions – the Legal Practice Division and the Public and Professional Interest Division – the Association covers all practice areas and professional interests. It provides members with access to leading experts and up-to-date information as well as top-level professional development and network-building opportunities through high quality publications and world-class Conferences. The IBA's Bar Issues Commission provides its Member Organisations with substantive programmes and social activities in and between meetings and the IBA's Human Rights Institute works across the Association, helping to promote, protect and enforce human rights under a just rule of law, and to preserve the independence of the judiciary and the legal profession worldwide.

International Bar Association

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Email: member@int-bar.org • Web site: www.ibanet.org



International Franchise Association (IFA) – the Voice of Franchising

The International Franchise Association, founded in 1960, is the oldest and largest association in the world representing franchisors, franchisees and suppliers to the franchise community. The IFA represents more than 1,150 franchisors, thousands of franchisees and more than 450 franchise community suppliers. IFA's members have franchise operations in virtually every corner of the globe, and IFA serves as a resource center for both current and prospective franchisors and franchisees, public policy makers, legislators, regulators, the media and the general public.

IFA's membership services include educational seminars and conferences, publications, trade shows, marketing and promotional assistance, government and public relations activities and international and minority outreach programs. The IFA actively promotes educational awareness programs for franchise investors and educational programs for franchisors to ensure compliance with franchise disclosure laws and regulations. The IFA is instrumental in creating and implementing programs designed to safeguard franchising from abuse by fraudulent operators.

International Franchise Association

1501 K Street, NW, Suite 350, Washington, DC 20005 USA
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Email: ifa@franchise.org • Web site: www.franchise.org