



# SEMINAR

## Drug and Medical Device

May 16-17, 2013

Sheraton New York Times Square Hotel  
New York, New York

### IN-HOUSE SPEAKERS INCLUDING

Gerry **Boccuti**  
Pfizer Inc.

Christina L. **Diaz**  
GlaxoSmithKline

Jennifer E. **Dubas**  
Endo Pharmaceuticals Inc.

Max C.R. **Heerman**  
Medtronic Inc.

Michael W. **King**  
Novo Nordisk Inc.

James A. **Ladner**  
St. Jude Medical Inc.

Tracy Elise **Poole**  
Johnson & Johnson

Kaspar **Stoffelmayr**  
Bayer Corporation

John G. **Unice**  
Bayer Corporation

DRI  
delivers  
**resources**  
to build  
your practice ■

**D**RI's 29th annual Drug and Medical Device Seminar is the preeminent program for in-house and outside counsel who represent pharmaceutical and medical device manufacturers. We are pleased to feature a number of nationally recognized judges, attorneys (in-house and outside counsel), and other professionals who will address cutting-edge topics that are relevant to all who practice in this area, whether they are outside counsel, in-house attorneys, or others involved in the defense of pharmaceutical and medical device companies. This year's program will offer a variety of presentations, including trial skills demonstrations, a panel discussion with a judge, a plaintiffs' lawyer, and a defense lawyer involved in coordinated pharmaceutical proceedings in a unique venue, and litigation insights from leading defenders of drug and device cases. In addition to the outstanding program, there will be numerous networking opportunities, including our annual Young Lawyers Blockbuster and an exclusive in-house counsel only breakout.



**J. Carter Thompson, Jr.**  
Program Chair



**Sara J. Gourley**  
Program Vice Chair



**Scott W. Saylor**  
Committee Chair



**James F. Rogers**  
Committee Vice Chair



**Jeffrey A. Holmstrand**  
Law Institute

#### WHAT YOU WILL LEARN

- How to use your advocacy skills to persuade the toughest audience
- The latest on consolidated drug and device proceedings in Philadelphia
- What jurors are thinking about the FDA
- How to help a jury understand a state-of-the-art case
- The latest on “judicial hellholes”
- How to try a multiple-plaintiff pharmaceutical case
- How to take the “junk” out of junk science

Presented by DRI's Drug and Medical Device Committee

THIS SEMINAR BROCHURE IS SPONSORED BY

**Nelson Mullins**  
Nelson Mullins Riley & Scarborough LLP

COVER PHOTO (STATUE OF LIBERTY) © RAMPIX AND NEW YORK

## PROGRAM SCHEDULE

## WEDNESDAY, MAY 15, 2013

- 6:00 p.m. **Registration**  
 6:00 p.m. **Networking Reception**  
 SPONSORED BY **Exponent**  
**Pepper Hamilton LLP**

## THURSDAY, MAY 16, 2013

- Boarding Pass Kiosk**  
 SPONSORED BY **King & Spalding**
- Internet Café**  
 SPONSORED BY **Litigation Management Inc.**
- 7:00 a.m. **Registration**
- 7:00 a.m. **Continental Breakfast**  
 SPONSORED BY **Drinker Biddle & Reath LLP**  
**Reed Smith LLP**
- 7:00 a.m. **First-Time Attendees Breakfast**  
 DRUG AND MEDICAL DEVICE COMMITTEE  
 CHAIR | **Scott W. Saylor**
- 8:00 a.m. **Welcome and Introduction**  
**Jeffrey A. Holmstrand**, *Flaherty Sensabaugh Bonasso PLLC*, Wheeling, West Virginia  
**Scott W. Saylor**, *Shook Hardy & Bacon LLP*, Kansas City, Missouri  
**J. Carter Thompson, Jr.**, *Baker Donelson Bearman Caldwell & Berkowitz PC*, Jackson, Mississippi
- 8:15 a.m. **The Art of Persuasion**  
 A seasoned trial lawyer will cover strategies for persuading the various audiences encountered by the drug and medical device attorney—judges, juries, opposing counsel, and even clients.  
**Stephen G. Morrison**, *Nelson Mullins Riley & Scarborough LLP*, Columbia, South Carolina
- 9:10 a.m. **The City of Brotherly Love: Fact or Fiction?**  
 A state court judge, who has overseen the coordination of pharmaceutical mass tort litigations, and veteran practitioners for both plaintiffs and defendants will discuss changes in the Philadelphia Court of Common Pleas.  
**Lee B. Balefsky**, *Kline & Specter PC*, Philadelphia, Pennsylvania  
**Kenneth A. Murphy**, *Drinker Biddle & Reath*, Philadelphia, Pennsylvania  
**The Honorable Arnold L. New**, *Philadelphia Court of Common Pleas*, Philadelphia, Pennsylvania
- 10:00 a.m. **Refreshment Break**  
 SPONSORED BY **Baker Donelson Bearman Caldwell & Berkowitz PC**

- 10:15 a.m. **Current Juror Perceptions of the FDA and the FDA Defense: A Focus Group Analysis**  
 Watch as an experienced jury consultant and trial lawyer analyze a prerecorded focus group on what potential jurors think about the FDA and its role in regulating the drug and medical device industry.

**Jeffrey N. Herman**, *DecisionQuest*, Boston, Massachusetts

**Orlando R. Richmond, Sr.**, *Butler Snow O'Mara Stevens & Cannada PLLC*, Ridgeland, Mississippi

- 11:15 a.m. **Getting the Most from Comment K in a Medical Device Case**  
 Learn best practices for utilizing Comment K in a pretrial setting, including jurisdictions where courts apply Comment K on a case-by-case basis or apply it only to strict liability claims, leaving negligent design claims in the case. If you are faced with proving at trial that your device is "unavoidably unsafe," how should you proceed?  
**Tracy J. Van Steenburgh**, *Nilan Johnson Lewis PA*, Minneapolis, Minnesota

- 12:00 p.m. **Lunch (on your own)**

- 12:00 p.m. **Diversity Luncheon: Diversity and Our Courts**  
 (\$40 fee, check box on registration form)

**The Honorable Raymond J. Lohier, Jr.**, *United States Circuit Court of Appeals for the Second Circuit*, New York, New York

SPONSORED BY **DLA Piper**

**Kaye Scholer LLP**

**Shook Hardy & Bacon LLP**

**Sidley Austin LLP**

**Gordon & Rees LLP**

- 1:15 p.m. **"Judicial Hellholes": It Is No Longer Just About the Judge and Jury Pool**  
 Research on venue is important, especially when it is tagged as a "judicial hellhole." Learn about the latest verdicts and decisions in those areas, and the current legislative battles over tort law reform.

**Sherman Tiger Joyce**, *American Tort Reform Association*, Washington, D.C.

**Kaspar Stoffelmayer**, *Bayer Corporation*, Pittsburgh, Pennsylvania

- 1:30 p.m. **Young Lawyers Blockbuster**  
 (see program schedule on page 3)

2:10 p.m. **Handling the Truth: Conflict Between Free Speech and Off-Label Promotion**  
 Ms. Klasmeyer will cover the relevant FDA initiatives and caselaw developments, dispel common misconceptions about the scope of the existing off-label promotion prohibitions, and discuss proposals for reforming the system to align with constitutional principles and public health objectives.  
**Coleen Klasmeyer**, *Sidley Austin LLP*, Washington, D.C.

2:55 p.m. **Refreshment Break**  
 SPONSORED BY **Shook Hardy & Bacon LLP**

3:10 p.m. **In the Crosshairs: When Marketing Lays the Foundation for Misrepresentation Claims**  
 Hear a caselaw update on misrepresentation and a discussion of factors that manufacturers consider when preparing product information. Ms. Baker and Mr. Simpson will present a direct and cross-examination of a company marketing witness to help a jury understand why marketing does not equate with misrepresentation.  
**Kimberly D. Baker**, *Williams Kastner*, Seattle, Washington  
**W. Kennedy Simpson**, *Thompson Miller & Simpson PLC*, Louisville, Kentucky

3:55 p.m. **In-House Counsel Breakout**  
*(open to in-house counsel only)*  
 HOSTS  
**Jeffery A. Kruse**, *Boston Scientific*, St. Paul, Minnesota  
**Catherine B. Levitt**, *Astellas US LLC*, Northbrook, Illinois  
**Sarah M. Padgitt**, *Baxter International Inc.*, Deerfield, Illinois  
**Mark E. Richardson**, *GlaxoSmithKline*, Research Triangle Park, North Carolina

3:55 p.m. **Regulatory Science and the New FDA: Eight New Priorities That You Must Understand**  
 The FDA has released its sweeping initiative to modernize the tools and methods that it uses to evaluate whether products are effective and safe for consumers. This initiative will change the nature of causation and warnings evidence in court.  
**Lance L. Shea**, *Fulbright & Jaworski LLP*, Washington, D.C.

4:30 p.m. **One Size Does Not Fit All: Moving Towards Reasonable Discovery Burdens**  
 Pharmaceutical and medical device manufacturers face lawsuits ranging from one-off defective product claims to massive cross-border actions. Plaintiffs' counsel often try to impose the same

burdensome discovery obligations on the defendant, regardless of the nature of the claims asserted. Learn how to challenge disproportionate discovery and lay the foundation for long-term challenge.  
**Gerry Boccuti**, *Pfizer Inc.*, Collegeville, Pennsylvania  
**Alexandra Buck**, *Bartlit Beck Herman Palenchar & Scott LLP*, Chicago, Illinois

5:15 p.m. **Drug and Medical Device Committee Meeting**  
*(open to all)*

6:00 p.m. **Networking Reception**  
 SPONSORED BY **Stradley Ronon Steven & Young LLP**

FRIDAY, MAY 17, 2013

**Boarding Pass Kiosk**  
 SPONSORED BY **King & Spalding**

**Internet Café**  
 SPONSORED BY **Litigation Management Inc.**

7:00 a.m. **Registration**

7:00 a.m. **Continental Breakfast**  
 SPONSORED BY **Greenberg Traurig LLP**

8:00 a.m. **Announcements**  
**J. Carter Thompson, Jr.**, *Baker Donelson Bearman Caldwell & Berkowitz PC*, Jackson, Mississippi

8:05 a.m. **The Multiple Plaintiff Pharmaceutical Trial: Keys to a Successful Defense**  
 Concerns over jury confusion and strengthening the weaker cases by grouping them with better cases, leading to larger verdicts, are real. Or are they? Ms. Yates will discuss successful approaches and strategies.

**Pamela J. Yates**, *Kaye Scholer LLP*, Los Angeles, California

8:55 a.m. **Silzone Heart Valve Litigation in the Rearview Mirror**

After St. Jude Medical voluntarily recalled the unimplanted inventory of its prosthetic heart valves with Silzone coating, litigation ensued in the United States, Canada, and some EU countries. In-house counsel and lead trial attorneys will discuss the successful defense, including a 19-month class action "common issues" trial in Toronto.

**Steven M. Kohn**, *Reed Smith*, San Francisco, California  
**James A. Ladner**, *St. Jude Medical Inc.*, St. Paul, Minnesota  
**S. Gordon McKee**, *Blake Cassels & Graydon LLP*, Toronto, Ontario

10:00 a.m. **Refreshment Break**  
 SPONSORED BY **McDowell Knight Roedder & Sledge LLC**

10:15 a.m. **The Numbers Don't Lie—Or Do They?**  
Taking the “junk” out of junk science, Mr. Parker will explain biostatistical rules and epidemiological principles, and how they are misused by plaintiffs' causation experts. Strategies for rebutting plaintiffs' misuse of statistics and epidemiology will be offered.  
**Bruce R. Parker**, *Venable LLP*, Baltimore, Maryland

11:00 a.m. **A Retrospectoscope Approach: Placing Your Jury in a Time Capsule**  
A trial attorney and in-house counsel will share the lessons learned from a trial involving a product that had been off the market for many years, including the importance of bringing out the hindsight biases of potential jurors in voir dire and making sure they can understand sequences of knowledge and data.  
**John Q. Lewis**, *Tucker Ellis LLP*, Cleveland, Ohio  
**Tracy Elise Poole**, *Johnson & Johnson*, New Brunswick, New Jersey

12:00 p.m. **Hot Topics**  
This discussion will include, among other hot topics, lawyer advertising, insurers' proactive involvement in mass torts, and generic and innovator liability after *Mensing*.  
**Christina L. Diaz**, *GlaxoSmithKline*, Philadelphia, Pennsylvania  
**Sean P. Fahey**, *Pepper Hamilton LLP*, Philadelphia, Pennsylvania

12:45 p.m. **Legal and Ethical Issues in Off-Label Marketing and Litigation**  
Drug and device counsel who manage product litigation, marketing, and labeling issues face many challenges, from how to investigate and respond to a potential criminal investigation to the appropriate way to answer an inquiry from the public about off-label use. Hear ways to avoid ethical violations.  
**Deborah E. Lewis**, *White & Wiggins LLP*, Dallas, Texas

1:45 p.m. **Adjourn**

2:00 p.m. **COMMUNITY SERVICE**



Join us as we partner with Dress for Success and Career Gear to assist New Yorkers entering the professional workplace.

Bring or ship your gently used professional clothing and accessories to the seminar or make a financial contribution (checks payable to “Dress for Success” or “Career Gear”). Volunteers will collect the donations at the registration desk daily. Help sort and pack this afternoon.

**YOUNG LAWYERS BLOCKBUSTER Thursday, 1:30 p.m.–4:30 p.m.**

1:30 p.m. **Opening Remarks and Introductions**  
**C. Meade Hartfield**, *Baker Donelson Bearman Caldwell & Berkowitz PC*, Birmingham, Alabama  
**Jacqueline Sheridan**, *Ulmer Berne LLP*, Cincinnati, Ohio

1:40 p.m. **Biosimilars: The Next Big Thing?**  
**Andrew J. Calica**, *Mayer Brown LLP*, New York, New York

2:00 p.m. **Formulating Your Device Defense from Day One: Evolving Regulations and Online Resources**  
**James F. Murdica**, *Patterson Belknap Webb & Tyler LLP*, New York, New York

2:20 p.m. **Fitting a Square Peg in a Round Hole: Harmonizing Current FDA Promotion Rules in the World of Social Media**  
**Kelly Jones**, *Harris Beach LLP*, New York, New York

2:40 p.m. **Refreshment Break**

2:50 p.m. **Is the FDA the Gold Standard? How to Argue Effectively That Regulatory Findings Are Inadmissible**  
**Kimberly Beck**, *Ulmer Berne LLP*, Cincinnati, Ohio

3:10 p.m. **In-House Panel Discussion: An Ounce of Prevention—Working with In-House Counsel to Minimize Litigation Proactively**  
**Jennifer E. Dubas**, *Endo Pharmaceuticals Inc.*, Malvern, Pennsylvania

**Max C.R. Heerman**, *Medtronic Inc.*, Minneapolis, Minnesota

**Michael W. King**, *Novo Nordisk Inc.*, Princeton, New Jersey

**Amanda T. Perez**, *Pfizer Inc.*, New York, New York

**John G. Unice**, *Bayer Corporation*, Pittsburgh, Pennsylvania

4:30 p.m. **Young Lawyers Committee Meeting (open to all)**

## FACULTY

**Kimberly D. Baker**, a member in the Seattle office of Williams Kastner, focuses on health care law, drug and device product liability litigation, and the defense of medical malpractice lawsuits. Ms. Baker is a former DRI officer and board member.

**Lee B. Balefsky**, a partner with the Philadelphia based plaintiff firm, Kline & Specter PC, focuses on mass tort litigation, primarily involving pharmaceuticals and medical devices. He has served as plaintiffs' liaison counsel in Philadelphia mass tort cases.

**Gerry Boccuti** is the director of the discovery services team within the Pfizer Legal Division in Collegeville, Pennsylvania. His team oversees and coordinates discovery and litigation support activities for Pfizer in litigation, government investigations, intellectual property, and other matters.

**Alexandra Buck** serves as chief operations officer and special counsel for Bartlit Beck Herman Palenchar & Scott LLP in Chicago. Her expertise includes electronic discovery law and policy, litigation readiness protocols, e-discovery technology, and proactive records management.

**Christina L. Diaz** is an assistant general counsel in GlaxoSmithKline's global litigation group in Philadelphia. Ms. Diaz has been with GSK for more than 10 years, providing preventive counseling to the GSK business units, and handling litigation, including product liability, government investigations, and commercial matters.

**Sean P. Fahey**, a partner in the litigation department of Pepper Hamilton LLP in Philadelphia, acts as national coordinating and trial counsel for medical device and pharmaceutical companies in several multidistrict and coordinated state proceedings.

**Sara J. Gourley**, a litigation partner in the Chicago office of Sidley Austin LLP, is widely recognized for defending life sciences companies in multidistrict product liability litigation. Ms. Gourley is coordinating the defense of ongoing claims aimed at a widely distributed diabetes medicine. She is the program vice chair of this seminar.

**Jeffrey N. Herman** is the executive vice president of DecisionQuest in Boston. His expertise includes trial strategy development, behavioral research, jury analysis, and witness preparation. A trial consultant for nearly 30 years, he has extensive experience in pharmaceutical industry litigation.

**Jeffrey A. Holmstrand**, with the Wheeling, West Virginia, office of Flaherty Sensabaugh Bonasso PLLC, focuses his state-wide practice on defending product liability claims, pharmaceutical manufacturers, mass torts/class actions, and complex insurance disputes. He serves on the steering committee of DRI's Product Liability Committee and is a member of DRI's Law Institute.

**Sherman Tiger Joyce** has been president of the American Tort Reform Association in Washington, D.C., since 1994. In 1987, after being admitted to the Virginia Bar, he served as minority counsel to the Senate Committee on Commerce, Science, and Transportation, where he worked on product liability legislation.

**Coleen Klasmeier** is the global coordinator of the food, drug and medical device regulatory practice at Sidley Austin LLP in Washington, D.C. A nationally recognized speaker known for her work on promotion-related matters, she is co-counsel to the Medical Information Working Group, a coalition of drug and device manufacturers seeking truthful and non-misleading communications about off-label uses.

**Steven M. Kohn** is based in Reed Smith's San Francisco office and is a member of the firm's life sciences health industry group. He has defended clients in pharmaceutical and medical device litigation for over 30 years. Mr. Kohn has represented clients in multidistrict litigation and class actions.

**James A. Ladner** is deputy general counsel—litigation and investigations at St. Jude Medical Inc. in St. Paul, Minnesota, which provides medical technology and services to physicians who treat cardiac, neurological, and chronic pain patients worldwide.

**Deborah E. Lewis**, a partner at White & Wiggins LLP in Dallas, defends corporations and health care providers in product liability actions, including pharmaceutical and medical device manufacturers and physicians. She also advises clients on federal regulatory issues, including product recalls. Ms. Lewis is a former registered nurse.

**John Q. Lewis**, a Tucker Ellis LLP partner in Cleveland, represents industries in high stakes litigation nationwide, with a focus on medical device and pharmaceutical manufacturers in multi-jurisdiction product liability litigation. He frequently handles complex scientific, technical, and FDA-related issues.

**The Honorable Raymond J. Lohier, Jr.**, was appointed to the U.S. Circuit Court of Appeals for the Second Circuit in New York City in December 2010. Judge Lohier was an associate at a leading international law firm; worked as a senior trial attorney with the Civil Rights Division of the U.S. Department of Justice; and served as Assistant U.S. Attorney for the Southern District of New York.

**S. Gordon McKee**, a senior partner in the Canadian firm of Blake Cassels & Graydon LLP, has extensive experience defending multinational companies in class action lawsuits and serious product liability claims involving prescription and over-the-counter medicines, and medical devices. He has served as lead trial counsel on class action common issues trials.



**Stephen G. Morrison** is a partner in the Columbia, South Carolina, office of Nelson Mullins Riley & Scarborough LLP. A highly regarded litigation lawyer, who has represented General Motors, Ford and AT&T, Mr. Morrison has more than 20 years' experience in technology litigation, product liability, personal injury, and business litigation.

**Kenneth A. Murphy** is a partner at Drinker Biddle & Reath in Philadelphia and vice chair of its product liability and mass tort practice group. His practice includes the defense of product liability and other tort claims, including unfair trade practice and off-label promotion claims on behalf of pharmaceutical companies and other commercial entities.

**The Honorable Arnold L. New** is a Philadelphia County Common Pleas Court Judge, currently serving as Supervising Judge of the Civil Trial Division. In June 1990, he was appointed to the Philadelphia Court of Common Pleas, First Judicial District of Pennsylvania. In October 2012, he was appointed Coordinating Judge of the Complex Litigation Center.

**Bruce R. Parker** is a partner in Venable LLP's product liability practice group in Baltimore. He has served on the national trial team in several mass tort litigations. Mr. Parker is a past president of the IADC, a former DRI board member, and a fellow in the American College of Trial Lawyers.

**Tracy Elise Poole**, the assistant general counsel in the law department of Johnson & Johnson in New Brunswick, New Jersey, is responsible for a range of litigation for several operating companies. Previously, she worked for an international firm, handling business and corporate litigation.

**Orlando R. Richmond, Sr.**, a partner with Butler Snow O'Mara Stevens & Cannada PLLC in Ridgeland, Mississippi, is lead trial counsel in both MDL and coordinated state court proceedings in the defense of pharmaceutical manufacturers. He has successfully tried numerous serious injury cases to jury verdict.

**James F. Rogers** is a partner with Nelson Mullins Riley & Scarborough LLP in Columbia, South Carolina, and co-chair of its drug and medical device industry practice group. He has defended pharmaceutical and medical device manufacturers on the national, regional, and local levels. He is the vice chair of DRI's Drug and Medical Device Committee.

**Scott W. Sayler**, a partner with Shook Hardy & Bacon LLP in Kansas City, Missouri, defends pharmaceutical and medical device manufacturers, and other product manufacturers involved in product liability and commercial litigation. He has served as national, regional, and trial counsel in mass tort and product liability matters. Mr. Sayler is the chair of DRI's Drug and Medical Device Committee.

**Lance L. Shea**, a partner in Fulbright & Jaworski LLP's Washington, D.C., office, specializes in legal science advocacy, representing life science clients before the FDA and in litigation involving complex scientific evidence. He serves as national counsel and regulatory science advisor for global companies. He is the lead author of the Food & Drug Law Institute's monograph on scientific validity and causal analysis of clinical trials and observational studies.

**W. Kennedy Simpson**, a principal in Thompson Miller & Simpson PLC in Louisville, Kentucky, has defended pharmaceutical and medical device product liability litigation for over 30 years. He is national counsel for an international manufacturer of orthopedic devices, and has served as national and regional counsel for many pharmaceutical and medical device manufacturers.

**Kaspar Stoffelmayr** is vice president and associate general counsel at Bayer Corporation in Pittsburgh, where he is responsible for the team that handles major U.S. litigation matters of the Bayer Group. Before joining Bayer in 2011, he was a partner and trial lawyer at a Chicago firm.

**J. Carter Thompson, Jr.**, a shareholder in the Jackson, Mississippi, office of Baker Donelson Bearman Caldwell & Berkowitz PC, is chair of its product liability and mass tort practice group. He focuses on the national, regional, and local defense of drug and medical device cases. Mr. Thompson is the program chair of this seminar.

**Tracy J. Van Steenburgh** is a shareholder in the Minnesota law firm of Nilan Johnson Lewis PA and is chair of the firm's medical device and pharmaceutical group. She is a trial lawyer and serves as MDL and trial counsel for medical device and pharmaceutical companies throughout the United States.

**Pamela J. Yates**, a partner in Kaye Scholer LLP's product liability group in Los Angeles, has extensive experience in defending pharmaceutical and medical device companies, both trying cases and acting as national counsel. In the last 18 months, Ms. Yates has achieved two unanimous defense verdicts in hormone therapy cases in federal courts in West Virginia and Connecticut.

## GENERAL INFORMATION

### CLE/CLAIMS ADJUSTERS ACCREDITATION

This seminar has been approved for MCLE credit by the State Bar of California in the amount of **12** hours, including **1** hour of ethics credit. Accreditation has been requested from every state with mandatory continuing legal education (CLE) requirements. Certificates of attendance will be provided to each attendee. Attendees are responsible for obtaining CLE credits from their respective states. **Application has been made for continuing education for claims adjusters.** Credit availability and requirements vary from state to state; please check the DRI website at [dri.org](http://dri.org) for the latest information for your state.

### REGISTRATION

The registration fee is **\$895** for members and those who join DRI when registering and **\$1,125** for nonmembers. The registration fee includes course materials, continental breakfasts, refreshment breaks and networking receptions. If you wish to have your name appear on the registration list distributed at the conference and receive the course materials in advance, DRI must receive your registration by **April 26, 2013** (*please allow 10 days for processing*). Registrations received after **April 26, 2013**, will be processed on-site.

### REFUND POLICY

The registration fee is fully refundable for cancellations received on or before **April 26, 2013**. Cancellations received after **April 26** and on or before **May 3, 2013**, will receive a refund, less a \$100 processing fee. Cancellations made after **May 3** will not receive a refund, but the course materials on CD-ROM and a \$100 certificate good for any DRI seminar within the next 12 months will be issued. All cancellations and requests for refunds must be made in writing. Fax (312.795.0747) or email ([seminars@dri.org](mailto:seminars@dri.org)) to DRI's Accounting Department. All refunds will be mailed within four weeks after the date of the conference. Substitutions may be made at any time without charge and must be submitted in writing.

### HOTEL ACCOMMODATIONS

A limited number of discounted hotel rooms have been made available at the **Sheraton New York Times Square Hotel, 811 7th Avenue on 53rd Street, New York, New York 10019**. For reservations, visit [dri.org](http://dri.org) and go to the **Drug and Medical Device Seminar** page or **contact the hotel directly at 212.581.1000**. Please mention **DRI's Drug and Medical Device Seminar** to take advantage of the group rate of **\$359 Single/Double**. The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **April 17, 2013**, to be eligible for the group rate.

Requests for reservations made after **April 17** are subject to room and rate availability.

### SPECIAL DISCOUNTS

#### Group Discount

The first and second registrations from the same firm or company are subject to the fees outlined previously. The registration fee for additional registrants from the same firm or company is **\$845**, regardless of membership status. All registrations must be received at the same time to receive the discount.

#### In-House Counsel

In-house counsel are eligible for free registration to DRI seminars. In-house counsel are defined as licensed attorneys, who are employed exclusively by a corporation or other private sector organization for the purpose of providing legal representation and counsel only to that corporation, its affiliates and subsidiaries. In order to qualify for free registration, the individual must also be a DRI member and a member of DRI's Corporate Counsel Committee. Offer excludes the DRI Annual Meeting.

#### Claims Executives

Any member of DRI employed as a claims professional by a corporation or insurance company, who spends a substantial portion of his or her professional time hiring or supervising outside counsel in the representation of business, insurance companies or their insureds, associations or governmental entities in civil litigation, will be entitled to free attendance at any DRI program. Nonmember claims executives should contact DRI's Customer Service at 312.795.1101 for details. Offer excludes DRI Annual Meeting.

#### Travel Discounts

DRI offers discounted meeting fares on various major air carriers for **DRI's Drug and Medical Device Seminar** attendees. To receive these discounts, please contact Hobson Travel Ltd., DRI's official travel provider, at 800.538.7464. As always, to obtain the lowest available fares, early booking is recommended.

*The taping or recording of DRI seminars is prohibited without the written permission of DRI.*

*Speakers and times may be subject to last-minute changes.*

*DRI policy provides there will be no group functions sponsored by others in connection with its seminars.*



## 2013 SEMINAR SCHEDULE

February 28- March 1	<b>Toxic Torts and Environmental Law</b> <i>The Ritz-Carlton, New Orleans,</i> New Orleans, LA	May 30-31	<b>Diversity for Success</b> <i>Swissôtel Chicago,</i> Chicago, IL
March 13-15	<b>Women in the Law</b> <i>Eden Roc Renaissance Miami Beach,</i> Miami Beach, FL	June 6-7	<b>Insurance Bad Faith and Extra- Contractual Liability</b> <i>Westin Boston Waterfront,</i> Boston, MA
March 20-22	<b>Trial Tactics</b> <i>Paris Las Vegas,</i> Las Vegas, NV	June 13-14	<b>Hot Topics in International Dispute Resolution</b> <i>Prague Marriott Hotel,</i> Prague, Czech Republic
March 21-22	<b>Medical Liability and Health Care Law</b> <i>Eden Roc Renaissance Miami Beach,</i> Miami Beach, FL	June 20-21	<b>Young Lawyers</b> <i>The Cosmopolitan of Las Vegas,</i> Las Vegas, NV
April 3-5	<b>Product Liability Conference</b> <i>Gaylord National Resort,</i> National Harbor, MD	June 27-28	<b>Government Enforcement and Corporate Compliance</b> <i>The Westin Washington, D.C. City Centre,</i> Washington, D.C.
April 10-12	<b>Insurance Coverage and Claims Institute</b> <i>Swissôtel Chicago,</i> Chicago, IL	July 25-26	<b>Class Action</b> <i>Washington Court Hotel,</i> Washington, D.C.
April 24-26	<b>Life, Health, Disability and ERISA Claims</b> <i>Westin Copley Place,</i> Boston, MA	September 19-20	<b>Nursing Home/ALF Litigation</b> <i>The Westin Kierland,</i> Scottsdale, AZ
May 1-3	<b>Employment and Labor Law</b> <i>Arizona Biltmore,</i> Phoenix, AZ	September 19-20	<b>Strictly Automotive</b> <i>The Dearborn Inn, A Marriott Hotel,</i> Dearborn, MI
May 9-10	<b>Business Litigation</b> <i>InterContinental Chicago,</i> Chicago, IL	September 26-27	<b>Construction Law</b> <i>The Cosmopolitan of Las Vegas,</i> Las Vegas, NV
May 9-10	<b>Intellectual Property Litigation</b> <i>InterContinental Chicago,</i> Chicago, IL	October 16-20	<b>DRI Annual Meeting</b> <i>Sheraton Chicago Hotel &amp; Towers,</i> Chicago, IL
May 16-17	<b>Drug and Medical Device</b> <i>Sheraton New York Times Square Hotel,</i> New York, NY		
May 16-17	<b>Retail and Hospitality Litigation and Claims Management</b> <i>InterContinental Chicago,</i> Chicago, IL		



### DIVERSITY AND INCLUSION IN DRI: A STATEMENT OF PRINCIPLE

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation.

Diversity is a core value at DRI. Indeed, diversity is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures, and life experiences a diverse membership provides.

Inclusiveness is the chief means to increase the diversity of DRI's membership and leadership positions. DRI's members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state, and local defense organizations to promote diversity and inclusion in their membership and leadership.

## SEMINAR SPONSORS

DRI wishes to thank our sponsors for their support at this year's seminar!

SEMINAR SPONSORS

**ARNSTEIN & LEHR LLP**  
*Mid-market value. Large firm expertise.*

**BAKER DONELSON**  
BEARMAN, CALDWELL & BERKOWITZ, PC

**BARNES & THORNBURG LLP**

*Blakes*  
CANADIAN LAWYERS

**B Bowman and Brooke LLP**

**CAMPBELL**  
TRIAL LAWYERS

**DLA PIPER**

Drinker Biddle

**Exponent®**

**FAEGRE BAKER DANIELS**

**GORDON & REES LLP**  
RESPONSIVE • RESOURCEFUL • RESULTS™

**GT GreenbergTraurig**

**JONES WALKER**

**KAYE | SCHOLER LLP**

**KING & SPALDING**

**LMI**

Litigation Management, Inc.

**McDOWELL KNIGHT**  
McDOWELL KNIGHT ROEDDER & SLEDGE L.L.C.  
LAWYERS

**Nelson Mullins**  
Nelson Mullins Riley & Scarborough LLP

**Pepper Hamilton LLP**  
Attorneys at Law

**ReedSmith**

Shook,  
Hardy &  
Bacon, L.L.P.

SIDLEY AUSTIN LLP  
**SIDLEY**

**STITES & HARBISON PLLC**  
ATTORNEYS

**STRADLEY RONON**  
ATTORNEYS AT LAW

**TrialWorks™**  
CASE MANAGEMENT SOFTWARE  
800-577-5844 | www.trialworks.com

**WOMBLE CARLYLE**  
INNOVATORS AT LAW™

# Drug and Medical Device Seminar

May 16-17, 2013

Sheraton New York Times Square Hotel | New York, New York

For inclusion on the preregistration list and to receive course materials in advance, **register by April 26, 2013.**

FORMAL NAME \_\_\_\_\_ TITLE \_\_\_\_\_

NAME (as you would like it to appear on badge) \_\_\_\_\_

COMPANY/FIRM/LAW SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POST CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

Please list any special needs \_\_\_\_\_

Are you a first-time attendee at this DRI seminar?  Yes  No

How many attorneys \_\_\_\_\_ What is your primary  
are in your firm? \_\_\_\_\_ area of practice? \_\_\_\_\_

## REGISTRATION FEE

Registration fee includes seminar attendance, networking events, course materials and access to the DRI app. DRI will email a link to download the course materials to all registrants two weeks in advance of the seminar. The CD will be included in the registration packet on-site. You can order additional copies by checking the appropriate box below or going online at [dri.org](http://dri.org).

- Member \$895
- Nonmember \$1,125
- Government Member \$600
- Law Student Member FREE
- In-House Counsel Member\* FREE
- Claims Executive Member\* FREE
- Group Discount\* \$845 (\*as defined on page 6)
- Diversity Luncheon \$40

## Download the Apps



Search the Apple store for **DRI events** and **DRI The Voice of the Defense Bar**

## ADDITIONAL COURSE MATERIALS

- Member \$75  Nonmember \$95

## PAYMENT METHOD

- My check for \_\_\_\_\_ (USD) is enclosed.
- Please charge my  VISA  MasterCard  American Express.

Card #             Exp. Date   -

Signature \_\_\_\_\_

3400-0070-21  
**Drug & Medical**

2013-0070B

Please remit payment by **MAIL** to:

**DRI**

72225 Eagle Way, Chicago, IL 60678-7252

PHONE: 312.795.1101 | FAX: 312.795.0749

Please remit payment by **COURIER** to:

**JP Morgan, Attn: DRI #72225**

131 S. Dearborn, 6th Floor, Chicago, IL 60603

EMAIL: [seminars@dri.org](mailto:seminars@dri.org) | WEB: [dri.org](http://dri.org)



The Voice of the  
Defense Bar™

55 West Monroe Street | Suite 2000 | Chicago, IL 60603 USA

## Free registration for DRI In-House Counsel and Claims Executives\*

### In-House Counsel

All in-house counsel who are members of DRI and members of the DRI Corporate Counsel Committee are eligible for free registration to DRI seminars. To redeem your free registration, please login to your member account and register for the seminar(s) of your choice. As a member, you are eligible to attend as many seminars as you would like free of the registration fees.

### Claims Executives

Any member of DRI employed as a claims professional by a corporation or insurance company, who spends a substantial portion of his or her professional time hiring or supervising outside counsel in the representation of business, insurance companies or their insureds, associations or governmental entities in civil litigation, will be entitled to free registration at any DRI program. To redeem your free registration, please login to your member account and register for the seminar of your choice. Nonmember claims executives should contact DRI's Customer Service.

**\*Offers exclude the DRI Annual Meeting. See page 6 for eligibility requirements.**

**For questions or more information, contact DRI Customer Service at 312.795.1101.**

### Not a member?

Visit [dri.org](http://dri.org) to join today, attend the seminar at the discounted member rate and receive all of the valuable resources DRI offers to help build your professional network.

PRSRT STD  
U.S. POSTAGE  
PAID  
DRI