

LITIGATING PHARMACEUTICAL AND MEDICAL DEVICE CASES SEMINAR

GET THE LATEST TOOLS AND STRATEGIES TO HOLD THE
PHARMACEUTICAL INDUSTRY ACCOUNTABLE

SEPTEMBER 24-25, 2009 • THE VENETIAN HOTEL • LAS VEGAS, NV

EXCLUSIVE OPPORTUNITY

Open Only to AAJ Plaintiff Attorneys

*Cosponsored by AAJ's
Section on Toxic, Environmental,
and Pharmaceutical Torts (STEP)*

*AAJ Education Endowed
by Power Rogers & Smith*

 AMERICAN
ASSOCIATION *for*
JUSTICE

Formerly the Association of Trial Lawyers of America (ATLA®)

ABOUT THE PROGRAM

Head to AAJ's *Litigating Pharmaceutical and Medical Device Cases Seminar* in Las Vegas to get the latest information on how to hold the pharmaceutical industry accountable. At this acclaimed seminar, you'll gain insight from experienced trial attorneys who've handled cases against pharmaceutical companies nationwide, including the latest updates on today's hot topics in pharmaceutical litigation.

Get inside information on the innovative trial techniques, strategies, and practices that leading attorneys have used to take on pharmaceutical industry giants. Learn how to invest the necessary resources to go up against pharmaceutical companies, and discover how to meet other unique challenges of litigating these types of cases.

Who Should Attend

The program is designed for any plaintiff attorney—including those who have been practicing for several years—looking for guidance and innovation in their approach to litigating pharmaceutical cases.

Open Only to AAJ Plaintiff Attorneys

Your Registration Includes

- 11.25 hours of cutting-edge continuing legal education and NCA credits, including one hour of ethics, which can be applied toward AAJ's professional recognition programs
- "Meet the Faculty" networking reception
- Complimentary daily continental breakfast and coffee
- Comprehensive reference materials

INVITED FACULTY

Jennie Lee Anderson

Andrus Anderson LLP
San Francisco, CA

Pamela A. Borgess

Zoll, Kranz & Borgess, LLC
Toledo, OH

Sejal K. Brahmhatt

Williams Kherkher Hart
Boundas, L.L.P.
Houston, TX

Yvonne M. Flaherty, course advisor

Lockridge Grindal
Nauen, P.L.L.P.
Minneapolis, MN

Russ M. Herman

Herman, Herman, Katz
& Cotlar, L.L.P.
New Orleans, LA

Barry M. Hill

Anapol, Schwartz, Weiss,
Cohan, Feldman
& Smalley, P.C.
Wheeling, WV

Robert K. Jenner, course advisor

Janet, Jenner & Suggs, LLC
Baltimore, MD

Julie Braman Kane

Colson Hicks Eidson
Coral Gables, FL

W. Mark Lanier

The Lanier Law Firm
Houston, TX

Karen Barth Menzies

Robinson, Calcagnie
& Robinson, Inc.
Newport Beach, CA

Tobi L. Millrood

Pogust Braslow
& Millrood, LLC
Conshohocken, PA

Christopher M. Placitella

Cohen, Placitella & Roth, P.C.
Red Bank, NJ

John M. Restaino, Jr., D.P.M., J.D.

Burg Simpson Eldredge Hersh
& Jardine, P.C.
Denver, CO

Anthony Z. Roisman

National Legal Scholars
Law Firm
Lyme, NH

Sheri L. Tarr

Sanders, Sanders, Block,
Woycik, Viener
& Grossman, P.C.
New York, NY

Frank Woodson

Beasley, Allen, Crow,
Methvin, Portis & Miles, P.C.
Montgomery, AL

AGENDA

Thursday, September 24

REGISTRATION

(Continental breakfast provided)

8:00 am–8:30 am

MORNING SESSION

8:30 am–12:00 pm

Chinese Drywall

Setting Up Discovery in
a Post-*Levine* World

Motions Practice: Avoiding Learned
Intermediary, Statute of Limitations,
and Assumption of Risk Defenses During
Depositions of Plaintiffs and Treators

LUNCH (On your own)

12:00 pm–1:00 pm

AFTERNOON SESSION

1:00 pm–6:00 pm

Ethics of Assessment Orders

Facebook and Other Social Networking—
What They'll Find Out About Your Client

Electronic Discovery

Storytelling and Theming

Demonstrative Evidence—Presenting
Your Case Inexpensively

Daubert Challenges—Offensive
and Defensive



NETWORKING RECEPTION

6:00 pm–7:00 pm

Friday, September 25

MORNING SESSION

(Continental breakfast provided)

8:00 am–12:30 pm

Heart Devices

Hydroxycut

Avandia

Pain Pumps

Asbestos

Paxil Birth Defects

Gadolinium

AAJ RESOURCES

The **Section on Toxic, Environmental, and Pharmaceutical Torts (STEP)** focuses on the toxic effects of pharmaceuticals, pesticides and herbicides, medical devices, consumer products, industrial pollution, and other environmental poisons. STEP exchanges information on a range of subjects including *Daubert* challenges, federal preemption, practice nuts-and-bolts, and the use/abuse of class actions. For more information and to join, visit www.justice.org/sections.

The **AAJ Exchange** contains thousands of resources contributed by your colleagues, and contact information for members handling similar cases. Databases include depositions, court documents, case abstracts, similar matters, CLE materials, experts, *Law Reporter* document sets, *Law Reporter* injury collections, and *Law Reporter* abstract sets. For more information, visit www.justice.org/exchange.

Litigation Packets contain documents provided by AAJ plaintiff attorney members to help you prepare for your cases. Over 125 topics are available, and the materials are delivered on CD-ROM. For a complete listing of AAJ's litigation packets, visit www.justice.org/exchange.

TRAVEL & CLE

Reserve Your Hotel by August 21, 2009 and Save!

A limited number of rooms will be held at The Venetian Hotel until August 21, 2009 for program registrants. To receive AAJ's special group rate of \$169 single/double room, plus 20.1% tax and \$1.50 occupancy tax, complete your housing and/or travel arrangements online at www.exectravel.com/meetings/aaj or download the reservation form at www.justice.org/hotelreservationform.



The Venetian Hotel
3355 Las Vegas Blvd. South
Las Vegas, NV 89109

If you must cancel your hotel reservations, please call ETA at 800-577-7539 or 202-828-0114 weekdays, 8:30 am–6:30 pm ET. However, if you must change your hotel reservations **within 72 hours** prior to the start of the program, please call the hotel directly at 877-883-6423.

If for unforeseen reasons this program is canceled, AAJ cannot be held financially responsible for airline tickets, and room rates cannot be guaranteed.

MCLE/NCA Requirements

Earn approximately 11.25[†] CLE credits, including one hour of ethics, to be applied to your participation in AAJ's professional recognition programs. For more information about AAJ's professional recognition programs, visit www.justice.org/recognition. AAJ Education programs are routinely accredited by states requiring continuing legal education. We will assist you in obtaining appropriate credit. CLE questions may be addressed by calling the CLE Assistant at 800-622-1791 or 202-965-3500, ext. 335.

†Number of credits may vary depending on calculation method used by individual state accreditation agencies. AAJ is a State Bar of California MCLE-approved provider.

Special Assistance

AAJ Education will make every effort to ensure that its meetings are held in facilities that are fully accessible to persons with mobility disabilities. If you plan to attend our program and need special facilities or assistance relating to a disability, please call 800-622-1791 or 202-965-3500, ext. 612.

RESERVE YOUR SPACE TODAY!

Visit www.justice.org/education/pharmaseminar or call AAJ Education at 800-622-1791 or 202-965-3500, ext. 612

Register me for AAJ's Litigating Pharmaceutical and Medical Device Cases Seminar (\$122)
September 24-25, 2009
The Venetian Hotel • Las Vegas, NV

Special Early Bird Discount by August 20, 2009
 AAJ Member – \$625
Fee after August 20, 2009
 AAJ Member – \$675

AAJ Paralegal Affiliates may attend this seminar if they are employed at the same firm with the same firm address of an AAJ plaintiff attorney (Regular, Life, Sustaining, President's Club, or Leaders Forum). AAJ Paralegal Affiliates receive 50% off the registration fee by attending with an AAJ plaintiff attorney from the same firm with the same firm address.

AAJ NEW LAWYERS ATTEND THEIR FIRST AAJ EDUCATION SEMINAR FOR 50% OFF

If you are an AAJ member and have been admitted to the bar for five years or less, you can attend your first AAJ Education seminar for 50% off of the regular price (Does not apply if you have previously attended an AAJ Education seminar or college).

BEGIN AN AAJ MEMBERSHIP

YES! Begin my AAJ membership with introductory dues of \$149 (enclosed) for my first year. This qualifies me to attend AAJ's *Litigating Pharmaceutical and Medical Device Cases Seminar*.

I certify by my signature below that I am an attorney who, for the most part, based on caseload and time, represents the plaintiff in civil litigation or represents the defendant in criminal litigation.

Signature: _____ Date: _____

Bar Date: Month _____ Year _____

AAJ'S LITIGATING PHARMACEUTICAL AND MEDICAL DEVICE CASES SEMINAR (4299)

Discount available with registration for advance purchase of audio and/or video recordings. All packages include a CD-ROM of presenters' reference materials.

- I am registering and want the audio/video of AAJ's *Litigating Pharmaceutical and Medical Device Cases Seminar* pre-order discount.
- Audio CD \$249
- Video DVD \$249
- Both \$349 (Save \$149)

- I am unable to attend, but would like to order the audio and/or video package(s) of AAJ's *Litigating Pharmaceutical and Medical Device Cases Seminar*.
- Audio CD \$495
- Video DVD \$495
- Both \$695 (Save \$295)
- Reference materials \$75

Shipping: All orders must be prepaid.

- Regular (1-2 weeks) \$15
- Express (2-3 days) \$35

Order Subtotal \$ _____
 S&H \$ _____
 Total \$ _____

PAYMENT INFORMATION

Name _____ AAJ ID # _____

Preferred First Name for Badge _____

Firm _____

Address _____

City/State/ZIP _____

Office Phone _____ Office Fax _____

E-mail _____

Check is enclosed (payable to AAJ Education Fund)

Charge my:   

Card # _____ Exp. Date _____

Signature _____

REGISTER TODAY! Four easy ways to register:

- 1. Online:** www.justice.org/education/pharmaseminar
- 2. Phone:** 800-622-1791 or 202-965-3500, ext. 612
- 3. Fax:** 202-625-7084
- 4. Mail:** AAJ Education Fund
 PO Box 50225
 Washington, DC 20091

Cancellations received in writing by September 17, 2009 will result in a refund less a 10% administrative charge. Cancellations received September 18-23, 2009 will result in a voucher for the entire registration fee, which may be applied toward any AAJ Education college or seminar held within one calendar year of the date of issue. Requests for refunds or vouchers received after September 23, 2009 will not be honored. Mail or fax your cancellation to the registrar.

1MMB 1EXC 10VG

FOR AAJ USE ONLY CHK# _____ CHK DATE _____ CHK AMT _____

UPCOMING AAJ EDUCATION PROGRAMS

Social Security Success! Seminar

September 24-25 • Las Vegas, NV
The Venetian Hotel
*Cosponsored by AAJ's Social Security
Disability Law Section*

Advanced Medical Trial Skills College*

October 1-4 • Chandler, AZ
Sheraton Wild Horse Pass Resort and Spa

Trial Advocacy College: Litigating Truck

Collision Cases*
October 9-12 • Atlanta, GA
Hotel Palomar Atlanta-Midtown
*Cosponsored by AAJ's Interstate Trucking
Litigation Group*

Litigating Nursing Home

Cases Seminar*
October 17-18 • Chicago, IL
Hotel Allegro Chicago
Cosponsored by AAJ's Nursing Home Litigation Group

Mega Seminar: Overcoming Jury Bias, "Rules of the Road," and Damages*

October 23-25 • Las Vegas, NV
The Mirage Hotel

CLE Abroad: Greek & Ancient Wonders Isles Cruise

October 23-30 • Athens to Istanbul
Seven Seas Navigator

Case Plus: The Next Step in Developing and Testing Your Trial Story

December 2-5 • Houston, TX
The St. Regis Houston

AAJ's Weekend with the Stars: Justice Counts Seminar

Endowed by Herman, Herman, Katz & Cotlar, L.L.P.
December 12-13 • New York, NY
Sheraton New York Hotel & Towers
*Cosponsored by the New York State
Trial Lawyers Association*

Advanced Depositions College*

January 15-18, 2010 • Denver, CO
Hotel Monaco Denver

2010 Winter Convention*

January 30-February 3, 2010 • Maui, HI
Hyatt Regency Maui & Westin Maui

Trial Advocacy College: Damages with David Ball, Ph.D.*

February 12-15, 2010 • Atlanta, GA
Hotel Palomar Atlanta-Midtown

Litigating Truck Collision

Cases Seminar*

February 26-27, 2010 • New Orleans, LA
The Westin New Orleans Canal Place
*Cosponsored by AAJ's Interstate Trucking
Litigation Group*

* Open only to AAJ plaintiff attorneys (Regular, Life, Sustaining, President's Club, and Leaders Forum). AAJ Paralegal Affiliates may attend AAJ Education programs (some restrictions apply).



Formerly the Association of Trial Lawyers of America (ATLA®)

777 6th Street, NW
Suite 200
Washington, DC 20001

**REGISTER BY AUGUST 20, 2009
and Save \$50**

EDU 724

**For more information,
visit www.justice.org/education**

**For more information, visit
www.justice.org/education/pharmaseminar**