

## Building Better Contracts



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**ORIGINAL PROGRAM DATE**

August 4, 2021

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**AVAILABLE MEDIA TYPES**

Video & Audio MP3

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### REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webinar on August 4, 2021, in Seattle, WA. If you attended the live webinar and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three year reporting period.

### DESCRIPTION

The lawyer who builds better contracts goes beyond the role of scrivener to further the client's business interests, identify and handle risk, and avoid litigation. This half-day program examines the goals of contracting, the role of the drafter, and the key parts of a contract, including representations, warranties, and disclaimers; intellectual property considerations; and remedies. A panel discussion will address common pitfalls in drafting and avoiding litigation.

### AGENDA

#### 1 The Role of the Lawyer as Drafter and Negotiator

Join this panel as they discuss the different roles of the attorney and how to approach drafting contracts.

*Nada Alnajafi – Franklin Templeton, Los Angeles, CA*

*Joel Matteson – General Counsel, Barlean's Organic Oils LLC, Ferndale, WA*

*Trish Searce – LaunchDarkly, Seattle, WA*

#### 2 Substantive Contract Provisions – Getting the Important Stuff Right

A deep dive into key considerations around fundamental contract provisions, how they interrelate, and tips for ensuring completeness, accuracy, and clarity.

*Elizabeth Breakstone – Fortem IP, Seattle, WA*

*Paul Swegle – General Counsel, Observa, Inc., CareXM, LLC, Seattle, WA*

#### 3 Building Better Contracts in Media and Content Distribution

This session will cover the variety of downstream issues that must be addressed at the outset when licensing content for distribution as well as tips and ideas for drafting in the complex and constantly shifting media distribution landscape.

*Joel Emans – The Pokémon Company International, Bellevue, WA*

*Mavis Feasel – The Pokémon Company International, Bellevue, WA*

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### 4 **Contract Dispute Avoidance and Resolution**

A discussion of best practices, tactics, and strategies for preventing disputes before they start, assessing and deflecting disputes in their earliest stages, and resolving and winning disputes that advance to more significant stages.

*Elizabeth Breakstone – Fortem IP, Seattle, WA*

*Paul Swegle – General Counsel, Observa, Inc., CareXM, LLC, Seattle, WA*

### 5 **Ethics Tips and Traps for In-House Transaction Counsel**

An overview of the primary legal ethics considerations in-house counsel must keep top-of-mind in their transactional work, including when negotiating and drafting commercial agreements with third parties.

*Joel Matteson – General Counsel, Barlean's Organic Oils LLC, Ferndale, WA*

*Paul Swegle – General Counsel, Observa, Inc., CareXM, LLC, Seattle, WA*