

HOSPITALITYLAWYER.COM PRESENTS:

THE **HOSPITALITY LAW**
CONFERENCE

FOCUSING ON LEGAL, SAFETY & SECURITY SOLUTIONS

FEBRUARY 10th - 12th, 2014

OPERATING IN A GLOBAL ENVIRONMENT

Banks Brown, McDermott Will & Emery LLP

Bhavana Boggs, The Ritz-Carlton Hotel Company, L.L.C

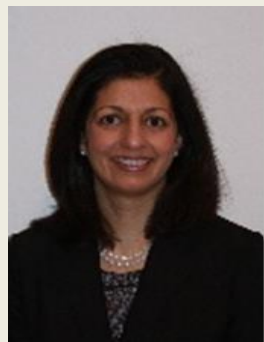
Veronique Lanthier, Marriott International, Inc.

PRESENTERS



Banks Brown – Partner, McDermott Will & Emery LLP

- general counsel to the American Hotel & Lodging Association and the Hotel Association of New York City, Inc.
- co-author with Jack Jefferies of Understanding Hospitality Law, published by the Educational Institute



Bhavana Boggs - Vice President & Assistant General Counsel. Ritz-Carlton Hotel Company

- advises the company a variety of legal issues in the United States and internationally
- negotiates agreements with hotel owners, celebrity chefs, and spa operators and provides legal support for the company's residential condominium management business



Veronique Lanthier - Vice President & Senior Counsel

- provides legal support for the international lodging operations division
- provides legal advice regarding compliance related subject matter areas, including the Foreign Corrupt Practices Act, economic sanctions regulations, and competition law

HOSPITALITYLAWYER.COM PRESENTS:

THE **HL** **HOSPITALITY LAW**
CONFERENCE

FOCUSING ON LEGAL, SAFETY & SECURITY SOLUTIONS

FEBRUARY 10th - 12th, 2014

OPERATING IN A GLOBAL ENVIRONMENT

OVERVIEW

- Introduction and Ethics Discussion
- Today's Topics
 - Differences between U.S. and International Agreements
 - Anti-Corruption and Anti-Bribery Issues (FCPA, UK Bribery Act, local laws)
 - Information Sharing and Anti-Trust Concerns
 - Trademarks and Intellectual Property
 - Culture / Brand Education / Social Media
 - Dispute Resolution / Use of Local Counsel

OPERATING IN A GLOBAL ENVIRONMENT

1. Differences between U.S. and International Agreements
 - A. Entity entering into agreement – considerations
 - B. Franchise agreements
 - C. Control
 - i. Bank accounts
 - ii. Employer of the employees
 - iii. Licenses and permits
 - D. Books of account

OPERATING IN A GLOBAL ENVIRONMENT

2. Anti-Corruption and Anti-Bribery Issues
(FCPA, UK Bribery Act, local laws)
 - A. Overview of legal principles
 - B. Context of hospitality industry
 - i. Who is a “Government Official”?
 - ii. What is a “thing of value”?
 - iii. What could constitute “corrupt intent”?
 - C. Use of Third Party Consultants
 - D. Hypotheticals

OPERATING IN A GLOBAL ENVIRONMENT

3. Information Sharing and Anti-Trust Concerns
 - A. Overview of legal principles
 - B. Same owner – different brands
 - C. Information sharing among hotels; third party aggregators
 - D. Shopping competitors
 - E. Market share
 - F. OTA antitrust litigation

OPERATING IN A GLOBAL ENVIRONMENT

4. Data Privacy and Protection
 - A. Overview of regulatory environment
 - B. E-mail marketing
 - C. Guest and employee data
 - D. Opt-in/opt-out

OPERATING IN A GLOBAL ENVIRONMENT

5. Trademarks and Intellectual Property
 - A. License to use marks
 - B. First to file vs. First to use
 - C. Misuse of marks

OPERATING IN A GLOBAL ENVIRONMENT

6. Culture / Brand Education / Social Media
 - A. Enforcement of brand standards
 - B. Brand reputation
 - C. Local customs / cultural differences
 - D. Managing social media outlets (e.g., China)

OPERATING IN A GLOBAL ENVIRONMENT

- 7. Dispute Resolution, Use of Local Counsel, Attorney-Client Privilege
 - A. Arbitration vs. Litigation
 - B. Enforcement of awards and judgments
 - C. Use of local counsel
 - i. Expertise and tailored advice
 - ii. Areas of advice
 - 1. Licenses / permits
 - 2. Real estate transactions
 - 3. Settlement agreements and releases
 - 4. Litigation
 - 5. Intellectual Property
 - 6. Labor and employment
 - D. Attorney-client privilege