Dear Colleague:

Please join us for the 5th Annual Food Law Conference, this year in San Francisco. Enjoy an all-new program exploring the intersection of regulation and litigation.

Network with your colleagues from around the country and hear from some of the biggest names in the industry on a variety of topics including:

- Food Regulation and Litigation
- Regulatory Issues for Food Companies
- Sugar and Environmental Marketing Claims
- General Counsel Roundtable
- Non-Governmental Organization (NGO) Perspectives
- The Reasonable Consumer
- Recent Class Certification Decisions
- Views from the US Food and Drug Administration (FDA)
- Perspectives on Food Law and the Constitution
- State Law Regulations and Litigation
- Pulling It All Together: A Menu of Public and Private Regulation
  ... and more!

If you have any involvement in the food industry, this is a conference you don’t want to miss! We look forward to seeing you in March.

Sincerely,

Sascha Henry, Esq.
Program Co-Chair
Sheppard Mullin
Los Angeles, CA

Michael R. Reese, Esq.
Program Co-Chair
Reese
New York, NY

Michael T. Roberts
Program Co-Chair
Executive Director
Resnick Center for Food Law and Policy, UCLA School of Law, Los Angeles, CA

Sascha Henry is a partner at Sheppard Mullin where she heads the firm’s Food and Beverage Industry Team. Ms. Henry has defended food and beverage companies in putative class actions against allegations of consumer deception relating to ingredients, food origin, pricing, slack fill, sustainability and other allegations of consumer deception.

Michael R. Reese is the founder of Reese LLP. Mr. Reese and his firm have served as class counsel and been responsible for the removal of trans-fat from popular consumer products; changes to labeling and marketing; and reimbursements of tens of millions of dollars to consumers. He is a respected lecturer, author on food law, and an adjunct professor at Brooklyn Law.

Michael T. Roberts is the founding Executive Director of the Resnick Center for Food Law and Policy at UCLA School of Law. He wrote the first major treatise on food law, Food Law in the United States, published by Cambridge University Press. He is also a co-editor of a new casebook, Food Law: Cases and Materials, published by Wolters Kluwer.

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>8:00</td>
<td>Registration and Continental Breakfast</td>
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| 8:30  | **Introduction and Welcome**  
Overview of Day One  
Sascha Henry, Esq., Program Co-Chair  
Sheppard Mullin, Los Angeles, CA  
Michael R. Reese, Esq., Program Co-Chair  
Reese, New York, NY  
Michael T. Roberts, Esq., Program Co-Chair, Executive Director  
Resnick Center for Food Law and Policy, UCLA School of Law  
Los Angeles, CA |
| 8:45  | **Food Regulation and Litigation**  
Perspectives on the Relationship Between the Two  
Michael T. Roberts, Esq., Program Co-Chair |
| 9:30  | **Regulatory Issues for Food Companies**  
Navigating the Void  
Michelle Simon, Esq., MPH, Executive Director  
Plant Based Foods Association, Oakland, CA |
| 10:15 | Networking Break |
| 10:30 | **Litigation Case Studies I**  
Credence Claims - Sugar  
Sarah Brew, Esq.  
Faegre Baker Daniels, Minneapolis, MN  
Jack Fitzgerald, Esq.  
The Law Office of Jack Fitzgerald, San Diego, CA  
Timothy Snail, Vice President  
Charles River Associates, Boston, MA  
Moderator: Christopher Van Gundy, Esq.  
Sheppard Mullin, San Francisco, CA |
| 11:45 | Lunch Sponsored by Charles River Associates |
| 12:45 | **Litigation Case Studies II**  
Environmental Marketing Claims  
Dale Giali, Esq.  
Mayer Brown, Los Angeles, CA  
Michael R. Reese, Esq., Program Co-Chair |
| 1:45  | **Ethics**  
Regulatory Perspectives  
Miriam Guggenheim, Esq.  
Covington & Burling, Washington, DC |
| 2:45  | Networking Break |
| 3:00  | **General Counsel Roundtable**  
Industry Views of Regulatory Compliance and Litigation  
Monica Johnson, Esq., General Counsel  
Darigold, Seattle, WA  
Lori Marco, Esq., Senior Vice President of External Affairs and General Counsel  
Hormel Foods, Rochester, MN  
Tom O’Brien, Esq., Senior Vice President and General Counsel  
Driscoll’s, Watsonville, CA  
William Sawyer, Esq., Senior Vice President and General Counsel  
Del Monte Foods, Mill Valley, CA  
Moderator: Sascha Henry, Esq., Program Co-Chair |
| 4:30  | **NGO Perspectives**  
Litigation and Regulation: Tools for Change  
Amanda Howell, Esq., Staff Attorney  
Animal Legal Defense Fund, Cotati, CA  
Lisa Mankofsky, Esq., Litigation Director  
Center for Science in the Public Interest, Washington, DC  
David Muraskin, Esq., Food Project Senior Attorney  
Public Justice, Washington, DC |
| 5:30  | Adjoin to Private Networking Reception Sponsored by: |
MEET YOUR DISTINGUISHED FACULTY

PROGRAM CO-CHAIRS

Sascha Henry, Esq., Program Co-Chair
Sheppard Mullin, Los Angeles, CA

Michael R. Reese, Esq., Program Co-Chair
Reese, New York, NY

Michael T. Roberts, Esq., Program Co-Chair
Executive Director
Resnick Center for Food Law and Policy, UCLA School of Law
Los Angeles, CA

FEATURED PRESENTER

Laura Eichhorn Kurpad, Esq., Associate Chief Counsel
US Food and Drug Administration
San Francisco, CA

SPEAKERS

Sabrina Adler, Esq.
Senior Staff Attorney and Program Director
ChangeLab Solutions, San Francisco, CA

David Biderman, Esq.
Perkins Coie, San Francisco, CA

Sarah Brew, Esq.
Faegre Baker Daniels, Minneapolis, MN

Sarah Esmaili, Esq.
Arnold & Porter, San Francisco, CA

Jack Fitzgerald, Esq.
The Law Office of Jack Fitzgerald, San Diego, CA

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Miriam Guggenheim, Esq.
Covington & Burling, Washington, DC

Ben Heikali, Esq.
Faruqi & Faruqi, Los Angeles, CA

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Animal Legal Defense Fund, Cotati, CA

Monica Johnson, Esq., General Counsel
Dangold, Seattle, WA

Lisa Mankofsky, Esq., Litigation Director
Center for Science in the Public Interest
Washington, DC

Rita Mansuryan, Esq.
Faegre Baker Daniels, Los Angeles, CA

Lori Marco, Esq., Senior Vice President of External Affairs and General Counsel
Hormel Foods, Rochester, MN

David Muraskin, Esq.
Food Project Senior Attorney
Public Justice, Washington, DC

Tom O’Brien, Esq.
Senior Vice President and General Counsel
Driscol’s, Waterville, CA

Bobby Pouya, Esq.
Pearson Simon & Warshaw, Los Angeles, CA

Carlos F. Ramirez, Esq.
Reese, New York, NY

William Sawyers, Esq.
Senior Vice President and General Counsel
Del Monte Foods, Mill Valley, CA

Michelle Simon, Esq., MPH, Executive Director
Plant Based Foods Association, Oakland, CA

Timothy Snail, Vice President
Charles River Associates, Boston, MA

Kate T. Spelman, Esq.
Jenner & Block, Los Angeles, CA

Angela M. Spivey, Esq.
Alston & Bird, Atlanta, GA

Stephen Sugarman, Esq.
Roger J. Traynor Professor of Law
UC Berkeley School of Law, Berkeley, CA

Christopher Van Gundy, Esq.
Sheppard Mullin, San Francisco, CA

Gillian L. Wade, Esq.
Milstein, Jackson, Fairchild & Wade
Los Angeles, CA

Diana Winters, Assistant Director
Resnick Center for Food Law and Policy, UCLA
School of Law, Los Angeles, CA

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Full tuition refunds (less a $75 administrative charge) will be given only if notice of cancellation is received at least seven days prior to the Conference. Substitutions may be made at any time.

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Featured Presentation: Views from the FDA

Laura Eichhorn Kurpad, Esq., Associate Chief Counsel
US Food and Drug Administration, San Francisco, CA

Laura Eichhorn Kurpad has been an attorney for the US Food and Drug Administration since 2010, handling food labeling and food safety work ranging from implementing regulations to reviewing pre-enforcement actions. This past year, she co-taught Food and Drug Law at UC Hastings College of the Law. Prior to joining the FDA, Ms. Kurpad clerked for the Hon. Faith S. Hochberg of the US District Court for the District of New Jersey and also did a fellowship at LegalHealth, a division of the New York Legal Assistance Group.

Featuring experts from:

- Animal Legal Defense Fund
- ChangeLab Solutions
- Charles River Associates
- Center for Science in the Public Interest
- Darigold
- Del Monte Foods
- Driscoll’s
- Hormel Foods
- Plant Based Foods Association
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Monday Lunch sponsored by:
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