

**SNELL & WILMER AND ACC-SOCAL CO-HOST SEMINAR ON BEST PRACTICES FOR
BRINGING YOUR PRODUCT TO MARKET**

ORANGE COUNTY (May 30, 2012) – Snell & Wilmer is pleased to announce that the firm’s Orange County and Los Angeles offices will be co-hosting an MCLE program with the Association of Corporate Counsel – Southern California (ACC-SoCal) on June 6, 2012 at the Sky Room in Long Beach, California.

The program, titled “[Avoiding the Slings and Arrows of Outrageous Lawsuits: Best Practices for Bringing Your Product to Market](#),” will address topics including proactive brand protection, positioning your IP against the competition, product lifecycle and product liability issues, public relations pitfalls and best practices for managing your R&D and sales team. Snell & Wilmer attorney, Warren Platt, will be moderating the panel which includes lawyers from Arbonne (Ashley Good, SVP, General Counsel), Toyota Motor Sales (Christine Lofgren, Managing Counsel) and Snell & Wilmer (Keith Gregory and George Ng, Partners). A networking reception will follow the program. Please access this [link](#) to register.

[George Ng](#) is a partner in the firm’s business and finance practice group. He has significant global experience in biotechnology, pharmaceutical, and medical device matters. He is a former national co-chair of the life sciences practice group of Gordon & Rees LLP. In industry, Mr. Ng has held various senior management roles with multiple, publicly-traded, global biotechnology and pharmaceutical companies with oversight over legal, compliance, and intellectual property functions. Through these roles, which included stints as the Head of Legal and Chief Compliance Officer of a publicly-traded, global pharmaceutical company, he has gained unique industry insight. In addition, Mr. Ng has represented companies, as Chief IP Counsel, in-house, and in private practice.

[Keith Gregory](#) practices in the areas of general business matters, corporate, franchise and partnership disputes, and intellectual property and commercial litigation. He is an experienced litigator, with considerable background in intellectual property issues, licensing agreements, trade secret matters and Uniform Commercial Code issues, especially within the electronic components and semi-conductor industries. Keith was recently appointed to the SAE International AS6081 Committee, established to develop standards proscribing counterfeit parts avoidance requirements for independent distributors.

[Warren Platt](#) is a partner in the firm’s products liability litigation group. His practice is concentrated in civil litigation matters with principal emphasis on defense of major product liability suits for national and international manufacturers, complex commercial litigation, and defense of accounting malpractice litigation for national and regional public accounting firms. National and international representative clients include Ford Motor Company, Price Waterhouse Coopers and Emerson Electric Company.

About Snell & Wilmer L.L.P.

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Orange County and Los Angeles, California; Phoenix and Tucson, Arizona; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit www.swlaw.com.