



USMBA
THE U.S.-MEXICO BAR ASSOCIATION
BARRA DE ABOGADOS MÉXICO - ESTADOS UNIDOS

RULE OF LAW:
LIGHTNING A COMMON PATH

CONFERENCE SCHEDULE

DAY ONE: WEDNESDAY, OCTOBER 10

6:00 PM • Registration. Hilton Hotel.

7:15 PM • Depart Hotel for Cocktail Welcome Reception

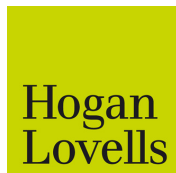
7:30-9:30 PM • Cocktail Welcome Reception:



Greenberg Traurig. Roof Top
Paseo de la Reforma #265. PH



FOLEY GARDERE
FOLEY & LARDNER LLP



GT Greenberg
Traurig



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AÑOS
DE HOYOS Y AVILÉS
ABOGADOS

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ABOGADOS MARTINEZ SERNA S.C.

IPBC Latin America
MAXIMISING IP VALUE IN LATIN AMERICA
29 NOVEMBER 2018 RIO DE JANEIRO

Schirrmester | Diaz-Arrastia | Brem LLP



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YOUR COUNSEL MATTERS®



DAY TWO: THURSDAY, OCTOBER 11. BANKERS CLUB.

7:30-8:30 am Registration and Networking Breakfast (*in room*).

8:30-8:45 am Opening Ceremony: Introduction by U.S. Co-Chair Bryan Elwood and Mexican Co-Chair Jorge E. de Hoyos Walther.

8:45-9:35 am Panel: Immigration in the current environment and the Rule of Law
Moderator: James Pappas. *Kane, Russell, Coleman, Logan. Houston*
Speakers: Terry Cody. *Dunbar Harder. Houston*
Jose Luis Gutierrez Aspe. *Ramirez-Gutierrez Aspe. Mexico City*

9:35-10:25 am Panel: NAFTA: Where we are and where we are heading
Moderator: Lawrence Hanson. *Houston*
Speakers: Luis Martinez. *Monterrey*
Alejandro Gomez Strossi. *Foley Lardner. Mexico*

10:25-10:35 am Coffee/Networking Break

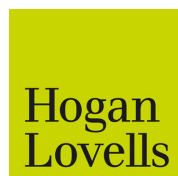
10:35-11:30 am **Impact Dialogue.**

11:30-12:20 am **International Arbitration.**

Moderator: Fernando Navarro. *JAMS. Ciudad de Mexico*

Speakers. Raul Guillermo Aldana. *Basham, Ringe y Correa. Queretaro.*

Tomas Leonard. *Greenberg Traurig, LLP. Washington*





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DAY TWO: THURSDAY, OCTOBER 11. BANKERS CLUB.

12:20 to 1:50 pm Lunch. Speaker.

2:00-2:50 pm Networking Tables -- (attendees select a table to join, with pre-set topics).

2:50-3:50 pm Networking Tables -- (attendees select a table to join, with pre-set topics).

3:50-4:00 pm Snack/Coffee Break and Exhibitor Table Visits.

4:00-4:50 pm Panel: U.S. / Mexico Cross-Border Corporate Structures and Tax Planning Considerations in Light of New Rules under the U.S. Taxation Regime.

Moderator: Javier Salinas. *BPM LLP. Managing Director. San Francisco*

Speakers: Eugenio Grageda Nuñez. *Holland & Knight. Mexico*

Agustin Ceballos. *Seltzer, Caplan, McMahon, Vitek. San Diego, CA.*

Michael Santos. *BPM LLP. San Francisco.*

4:50-5:40 p.m. FCPA and Mexico's Anticorruption System

Moderator: Rafael Sámano Palacios. *Sámano Abogados. Mexico City.*

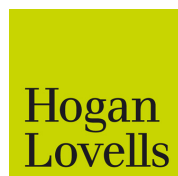
Speakers: Brain Weihs. *Kroll. Mexico City.*

Ruti Smithline. *Morrison & Foerster LLP. New York.*

Alejandro Garcia Gonzalez. *Hogan Lovells. Mexico.*

6:00- 7:30 pm Reception & Drinks at Hilton Terrace

8:00-10:00 pm USMBA DINNER





DAY THREE: FRIDAY, OCTOBER 12. BANKERS CLUB.

6:30-7:30 am Optional Activities. 5K (run/walk). Chapultepec Castle.

8:00-9:00 am Networking Breakfast (in room).

9:00-9:50 am **Panel: Women, leadership and the law.**

Moderator: Cristina Sanchez Urtiz. *Miranda y Estavillo. Mexico city.*

Speakers: Lorraine D'Alessio. *D'Alessio Law Group. Los Angeles, CA*

Claudia de Buen. *First Vice Chair (Elected). Barra Mexicana de Abogados.*

9:50-10:40 am **Panel: Compliance from the In-House Perspective.**

What an In-House needs from a Lawfirm.

Moderator: Charlie Meacham. *Foley & Lardner. Houston.*

Speakers: Rene A. Hinojosa Rodriguez. *Compliance Director*

ABInBev. Monterrey. NL

Martha Figueroa. *Compliance We are. Mexico City.*

Andres Alvarez Cordero. *Foley & Lardner. Dallas TX.*

10:40-10:30 am Coffee/Networking Break

10:35-11:25 am **Panel: Trending Trademarks topics.**

Moderator: Alfredo Pineda N. *Hogan Lovells. Mexico City office.*

Speakers: Bruce C. Morris. *Kane Russell Coleman & Logan PC. Houston office.*

Jose Juan Mendez Cortes. *Mendez Cortes. Abogados e Ingenieros.*

Alvaro Huerta Gonzalez. *MIB&P. Mexico City.*

11:30-12:00 **Closing**



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