

Seminar Series

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U.S. Supreme Court Overturns *Per Se* Prohibition On Minimum Vertical Price Fixing: How Will This Affect Your Pricing And Distribution Strategies?

Tuesday, July 31, 2007

8:00 - 9:00 a.m.

Continental breakfast served at 7:30 a.m.

On June 28, the United States Supreme Court overturned the nearly 100-year *per se* prohibition on minimum vertical price fixing in *Leegin Creative Leather Products, Inc. v. PSKS, Inc.* Resale price maintenance agreements with dealers, distributors, franchisees and retailers will now be subject to a "rule of reason" analysis, which requires proof of an adverse effect on competition to make a resale price agreement illegal under the antitrust laws. This major shift in the antitrust laws presents a wide range of opportunities and risks, raising many important questions: Will your company change its pricing and distribution policies as a result of *Leegin*? What are the risks? How will you respond to competitor changes in pricing and distribution as a result of *Leegin*? Are there contractual or other legal barriers to a shift in your company's pricing policies? Please join us for a stimulating discussion about these important issues, as well as a brief update on other antitrust decisions issued by the Supreme Court during this term.

About the Speakers



Jeffrey J. Keyes is a shareholder in the firm of Briggs and Morgan and a nationally recognized antitrust practitioner. In 35 years of practice, he has represented leading manufacturers, franchisors and suppliers in hundreds of antitrust matters throughout the United States. He is a frequent lecturer on antitrust and related topics. Jeff is a fellow of the American College of Trial Lawyers, Minnesota Attorney of the Year for 2004, and was recently selected as one of *Best Lawyers* "Bet Your Company" litigators in the United States.



James J. Long is a shareholder and director in the firm of Briggs and Morgan, and head of its [trade regulation section](#). Jim concentrates his litigation practice in antitrust law, franchise law, and dealer/distribution/sales representative law. He has been involved in a number of large antitrust cases ranging from price fixing to predatory pricing claims to predatory hiring of sales force, and he counsels clients on a variety of antitrust issues. He represents a number of manufacturers in their relationships and disputes with dealers and has taught franchise law at Hamline Law School.

Location

Briggs and Morgan, P.A.

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[Map](#)

Reservations / Cost

Reservation deadline is July 26, 2007. Space is limited and we encourage you to register early. Please R.S.V.P. to Tina Houareau at 612.977.8126 or shouareau@briggs.com. A confirmation e-mail will be sent to you.

This seminar is offered as a service to our clients and friends. There is no charge to attend.

Related Links

[Leegin Creative Supreme Court Opinion](#)

[Briggs and Morgan's Alert on this topic](#)