

Jim Long to Discuss Bundled Pricing and Loyalty Discounts

May 16, 2014

Briggs and Morgan shareholder Jim Long will be presenting in an upcoming Strafford CLE webinar on Tuesday, June 24 – “Bundled Pricing and Loyalty Discounts: Navigating the Confusing Antitrust Standards.” The webinar will examine the various standards the courts are applying in analyzing whether bundled pricing and loyalty discount programs enhance competition or are exclusionary, and will provide the framework for antitrust counseling on these programs.

Additional information about the webinar can be found [here](#).

Long is chair of the firm’s Antitrust, Franchise and Distribution Practice Group and has had more than 30 years of experience in the areas of antitrust law, franchise law and dealer, distribution and sales representative law. Long counsels a number of clients on a variety of antitrust issues, including bundled rebate plans, price discrimination and other pricing practices.

Attorneys

James Long

Practice Areas

Antitrust

Antitrust, Franchise and Distribution

Distribution/Dealer Law

Franchise Counseling

Franchise Litigation