



WOMEN LAWYERS ASSOCIATION OF LOS ANGELES
SOLO & SMALL FIRM COMMITTEE PRESENTS

How to Create Alternative Fee Arrangements That Provide Value

Thursday

July 17, 2014

12:00 p.m. to 1:30 p.m.

Loeb & Loeb

10100 Santa Monica Blvd.
Suite 1900
Los Angeles, CA 90067

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Cost: \$45 WLALA Member;
\$50 Non-Member

Lunch will be provided

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parking in the building is \$28.00

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(213) 892-8982.

Is alternative pricing of legal services a myth or are some lawyers and clients moving beyond the billable hour? Join a panel of prominent speakers as we explore success fees, banking fees, contingency fees, modified fixed fees, and combinations of alternative fee arrangements (AFAs) as options to the traditional hourly billing model. Some companies turn to AFAs for budgetary reasons; others want to better align the incentives of clients and outside law firms. AFAs can reap benefits for all parties but also present risks. The panel will discuss what clients and firms should think about before entering into an AFA, how to align the goals of all parties, what AFA techniques and processes can be used and which ones work better in different contexts, ethical issues, financing arrangements and other practical considerations.

Speakers



Jan Jensen, the founder of Jensen Law Firm, will moderate the panel. She is a respected intellectual property and complex business trial litigator, who is sought by clients for difficult high profile cases and has won judgments as high as \$120 million. She has successfully used AFAs.

Susan Estrich, Partner, Quinn Emanuel, Robert Kingsley Professor of Law and Political Science at University of Southern California, and a legal and political analyst for Fox News Channel. Ms. Estrich was the first woman president of the Harvard Law Review and later the first woman to run a national Presidential campaign. She will speak regarding her extensive experience on high-profile cases and using various types of AFAs.



Christine A. Nixon, Senior Vice President and General Counsel, AIG Life and Retirement. AIG was ranked 38th largest company in the 2013 Fortune 500 list. AIG's Global Legal, Compliance and Regulatory Department was recently named 2014 Legal Department of the Year by Corporate Counsel magazine. Ms. Nixon will speak regarding AIG's innovative development of a Legal Operation Center and experience using AFAs, including for both litigation and transactional matters, and discuss measures AIG instituted to encourage internal staff and external legal partners to consider AFAs for almost any type of engagement.

Petty Tsay Rader, Vice President, General Counsel, and Secretary, Munchkin, Inc. In 2010 and 2012, Ms. Rader was nominated for the "Rising Star" Award for Los Angeles Business Journal and in 2007-2009 was recognized as a "Rising Star" by Los Angeles Magazine. Ms. Rader will speak regarding her use of AFAs for litigation and transactional matters, including contingent/percentage of recovery, success fees, and other AFAs.



Charles M. Agee, III, Founder and CEO, Westfleet Advisors. Mr. Agee provides independent advisory services regarding litigation finance. He will speak to the use of litigation finance alternatives, which is an emerging trend that can serve as an additional approach to covering the expense of legal matters.