



ANTITRUST, FRANCHISING &  
TRADE REGULATION SECTION

# Fall Forum

October 4, 2018 • The Inn at St. John's

## WHEN

October 4, 2018

Networking Reception  
6:00pm – 7:00pm

Sessions  
7:00pm – 8:00pm

## WHERE

The Inn at St. John's  
44045 Five Mile Road  
Plymouth, Michigan 48170

## COST

Free to attend!

## REGISTRATION

<https://sbmafr.eventbrite.com>

## EVENT CONTACT

Cale A. Johnson  
Section Chair  
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248-203-0809

Please join the Antitrust, Franchise, and Trade Regulation Section for its first annual Fall Forum. After a networking reception with cocktails and hors d'oeuvres, you will have the choice of attending one of two educational sessions. Invite your colleagues, clients, or anyone else you think may be interested. There is no cost to attend. Register at the link below. We look forward to seeing you there!

### Antitrust Session

*Fighting The Indictment: The Decision Companies Face When The DOJ Comes Calling  
A Glimpse At The Rare Criminal Antitrust Trial – United States v. Tokai Kogyo*

As part of the Department of Justice's ongoing investigation of potential antitrust violations related to the sale of automotive parts, Barnes & Thornburg partners Kendall Millard and Brad Love helped secure not guilty verdicts for Tokai Kogyo Ltd. and Green Tokai Co. Ltd., after a three-week federal criminal jury trial. These companies were indicted in June 2016 for allegedly conspiring to rig bids and fix the prices of certain automotive body sealing products and faced potential fines in the hundreds of millions of dollars. Kendall and Brad will provide an overview of the trial—the only case to go trial to date in the DOJ's auto parts investigation—and discuss generally the decision companies face to defend vs. plea when facing possible indictment on allegations of antitrust violations.

#### Speakers:



Kendall Millard, Partner  
Barnes & Thornburg LLP



Bradley R. Love, Partner  
Barnes & Thornburg LLP

### Franchising Session

*Five Obstacles To Franchise Growth*

It's no secret that the road to franchise expansion is full of obstacles. As a business grows from an aspiring franchise to a well-established franchise system, there are many things that can and do go wrong along the way. Mark Siebert, CEO of the iFranchise Group, has spent more than 30 years as a franchise business consultant helping hundreds of companies—large and small—with a wide variety of problems that have prevented franchises from growing as quickly or efficiently as expected. In this presentation, Mark will identify five of the most common obstacles to healthy franchise system growth. He will also explain how franchisors, their attorneys, and other advisors can identify impediments to growth and overcome them.

#### Speaker:



Mark Siebert, CEO  
The iFranchise Group