

WINE & SPIRITS LAW ACADEMY



September 8 – 10, 2014 • UC Davis School of Law • Davis, California

PROGRAM

Monday, September 8, 2014

8:00 a.m. – 8:30 a.m.

Lobby,
Buehler Alumni Center

Check-in and Registration

8:30 a.m. – 9:00 a.m.

Founders Board Room,
Buehler Alumni Center

Welcome and Introduction

Kevin R. Johnson, Dean, UC Davis School of Law

Vikram Amar, Associate Dean, UC Davis School of Law

Beth Greenwood, Executive Director, International Programs, UC Davis School of Law

Tracy Genesen, General Counsel, Edrington Americas, San Francisco, CA

Prof. Theodore Georgopoulos, University of Reims (France), Attorney-at-Law
(Georgopoulos & Associates, Athens, Greece)

9:00 a.m. – 10:00 a.m.

Founders Board Room,
Buehler Alumni Center

Global Wine and Spirits Market Analysis

Barbara Insel, Director and Founder, Stonebridge Research, St. Helena, CA

10:00 a.m.-10:15 a.m.

Break

10:15 p.m. – 12:00 p.m.

Founders Board Room,
Buehler Alumni Center

Comparative Aspects of Import/Export Laws

Prof. Theodore Georgopoulos, University of Reims (France), Attorney-at-Law
(Georgopoulos & Associates, Athens, Greece)

Elena Carretero, Corporate Affairs and Sustainability Director, Wines of Chile (Chile)

Dr. Song Zhu, Partner, WhilmerHale, Palo Alto, CA

12:00 p.m. – 1:00 p.m.

Lunch

1:00 p.m. – 2:15 p.m.

Conference Room A,
UC Davis Conference Center

Social Media and Its Impact on the Global Wine Market

John Trinidad, Esq., Dickinson, Peatman, Fogarty, Santa Rosa, CA

Paul Mabray, Chief Strategy Officer, VinTank, Yountville, CA

Kristen Techel, Esq., Strike and Techel, San Francisco, CA

2:15 p.m.– 2:30 p.m.

Break

2:30 p.m.– 3:45 p.m.

Conference Room A
UC Davis Conference Center

Global Issues Facing Wine Entrepreneurs

Jim Terry, Dickinson, Peatman, Fogarty

Phillip James, Chairman, CustomVine, Founding CEO of LOT18, New York, NY

Melissa Harms, Partner, Law Office of Melissa Harms, Larkspur, CA

3:45 p.m. – 4:25 p.m.

Break

4:45 p.m. – 9:00 p.m.

Meet for bus in front of Buehler Alumni Center

Travel to Napa, wine tasting tour and group dinner.

Merryvale Vineyards, Napa, CA

Tuesday, September 9, 2014

9:00 a.m. – 10:00 a.m.

Founders Board Room,
Buehler Alumni Center

Understanding American Franchise Law

Eric Lawrence, Senior Attorney, Gaw Van Male, Napa, CA

Tracy Genesen, General Counsel, Edrington Americas, San Francisco, CA

Ken Minami, Vice President Associate General Counsel, Constellation Brands, San Francisco, CA

Moderator: KC Branch, founder, KC Branch Firm, Napa Valley, CA

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 12:00 p.m.

Founders Board Room,
Buehler Alumni Center

Comparative Aspects of Trademark Law

Professor Madhavi Sunder, UC Davis School of Law, Davis, CA

Stephen Stern, Esq., Corrs, Chambers, Westgarth, Melbourne, Australia

J. Scott Gerien, Esq., Dickenson, Peatman & Fogarty, Santa Rosa, CA

Moderator: Marina Cousté, Esq., Reed Smith, LLP, Paris, France

12:00 p.m. – 13:30 p.m.

Lunch

Dr. Song Zhu, Partner, WhilmerHale, Palo Alto, CA

1:30 p.m. – 3:00 p.m.

Founders Board Room,
Buehler Alumni Center

Geographical Indications: Issues and Trends

Prof. Theodore Georgopoulos, University of Reims (France), Attorney-at-Law
(Georgopoulos & Associates, Athens, Greece)

Stephen Stern, Esq., Corrs, Chambers, Westgarth, Melbourne, Australia

Marina Cousté, Esq., Reed Smith, LLP, Paris, France

5:30 p.m. – 9:30 p.m.

*Spirits tasting, sponsored by Edrington Americas
Group dinner*

Vanderhoef Studio,
Robert and Margrit Mondavi Center
1 Peter J Shields Ave, Davis

Speaker: Kenn Starr, President, Baylor University, Texas

Wednesday, September 10, 2014

9:00 a.m. – 10:30 a.m.

Founders Board Room,
Buehler Alumni Center

Current trends in U.S. Regulations

Matthew Botting, Esq., General Counsel, California Department of Alcoholic
Beverage Control, Sacramento, CA

Steve Gross, Vice President, State Relations, California Wine Institute, San
Francisco, CA

Michael Halfacre, Director, New Jersey Alcohol and Beverage Commission,
Trenton, New Jersey

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m.– 12:00 p.m.

Founders Board Room,
Buehler Alumni Center

What's New in Wine and Spirits Advertising?

Doug Wood, Esq., Reed Smith, LLP, New York, NY

12:00 p.m. – 1:30 p.m.

Lunch

1:30 p.m.– 3:00 p.m.

Founders Board Room,
Buehler Alumni Center

Case studies

Prof. Theodore Georgopoulos, University of Reims (France), Attorney-at-Law
Georgopoulos & Associates, Athens (Greece)

John A. Hinman, Esq., Hinman & Carmichael LLP, San Francisco, CA

Topic: Private labels

Elena Carretero, Corporate Affairs and Sustainability Director, Santa Rita (Chile)

Laura Millano, Legal Counsel, Interpatent, Turin (Italy)

This schedule is tentative and subject to change