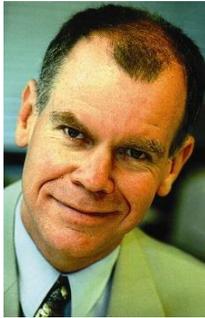




Speaker Bios

Eggs and Ethics (Concurrent Session) | 8:30 a.m. – 9:30 a.m.



Robert Hawley
Deputy Executive Director
State Bar of California

Robert Hawley is currently Deputy Executive Director of the State Bar of California. His areas of responsibility for the State Bar, among other things, include oversight of the State Bar's Professional Competence Unit which administers the Ethics Hotline, the Committee on Professional Responsibility and Conduct (COPRAC), the State Bar's professional responsibility publications and other functions related to the development of California's Rules of Professional Conduct. He also is the State Bar's employee relations officer and oversees all labor and employment functions. He received his Juris Doctorate (J.D.) degree from the University of California, Hastings College of Law and his Masters in Law (LL.M) from New York University, School of Law.

Mr. Hawley began his legal career as a disciplinary prosecutor for the State Bar. He then entered private practice for over ten years representing management in labor and employment matters before state and federal courts and administrative agencies. He served as a member of the State Bar's Standing Committee on Professional Responsibility and Conduct (COPRAC) as well as its Chair and Special Advisor. Prior to rejoining the State Bar's staff, he served as Risk Management Chair and Deputy Managing Partner for a major Bay Area law firm.

Mr. Hawley has taught Professional Responsibility and labor law at various Bay Area law schools for the past twenty years, and is currently on the adjunct faculty of Pacific McGeorge School of Law. Mr. Hawley is the recipient of the National Organization of Bar Counsel's 2014 President's Award, recognizing lifetime achievement in attorney regulation and service.



Kawana T. King
Associate Product Counsel
Google

Kawana T. King is a Product Counsel for Google, Inc. in the Ads and Commerce division. In her role, Kawana advises clients on complex privacy, advertising, consumer protection, and intellectual property matters. She also assists her clients in all aspects of product development – from ideation to execution—and counsels clients how to comply with various federal and state regulatory requirements, as well as on policy, PR, or business decisions to consider when building the product.

Prior to joining Google, Kawana was an associate in the Advertising, Marketing & Media Division of Manatt, Phelps & Phillips, where she advised on a wide array of advertising, marketing and promotions matters, particularly in the areas of online privacy and emerging new media. Kawana also practiced as a litigator with Proskauer Rose, representing clients in various industries, including technology, financial and entertainment, on commercial and intellectual property matters. Kawana attended Howard University and received her law degree from Harvard Law School.



Carol M. Langford
Professor
University of San Francisco

In her current practice, Adjunct Professor **Carol M. Langford** (www.clangford.com) specializes in legal ethics and State Bar disciplinary and admissions matters. She provides advice to attorneys, judges, law firms, and corporations. She also serves as a national legal malpractice expert witness. Ms. Langford has lectured and presented on legal ethics for the State Bar of California and served as Chair of the California Committee on Professional Responsibility and Conduct, the Law Practice Management and Technology Committee and the Council of Section Chairs. She was also Chair of the Ethics Committee of the Intellectual Property Section of the American Bar Association.

She was formerly a partner at Carroll, Burdick & McDonough, where she was the ethics advisor to the firm and a member of the New Business Committee. She is the co-author of the nationally adopted textbook *Legal Ethics in the Practice of Law* (Lexis Publishing, Third Edition, 2007), and the book *The Moral Compass of the American Lawyer: Truth, Justice, Power & Greed* (Ballantine, 1999). Ms. Langford was presented with the Woman of the Year Award for Women Who Seek Justice in 2004, the Howard Lichtenstein Distinguished Professorship of Legal Ethics Award in 2007 and Adjunct of the Year Award at USF in 2009. She teaches professional responsibility at the University of San Francisco School of Law, the University of California Hastings College of the Law, and the University of California Berkeley, Boalt Hall School of Law.



Eggs and Ethics (continued)



Kimberly Culp
Associate
Venable LLP

Kimberly Culp litigates high stakes and complex commercial and intellectual property matters in the firm's Litigation Group. She has represented technology and life sciences clients in cases involving trademark, copyright, false advertising, unfair competition, patent, trade dress, and trade secret. Beyond her primary focus, she also handles breach of contract disputes, labor and employment issues, and appellate matters.

Ms. Culp has successfully represented and counseled clients in state and federal court in all aspects of litigation, including trial preparation, depositions and discovery, law and motion practice, settlement negotiations, mediation and trial. Ms. Culp has served as second chair in bench and jury trial teams, as well as at arbitration and before state agencies. She has also had primary responsibility for matters before state agencies, including in agency trial.

Challenging a Competitor's Advertising (Concurrent Session) | 8:30 a.m. – 9:30 a.m.



Roger A. Colaizzi
Partner
Venable LLP

Roger Colaizzi chairs Venable's national Intellectual Property Litigation and Advertising Litigation Groups. He has significant trial experience in Intellectual Property Rights, including Lanham Act false advertising, state deceptive trade practices, trademark, trade dress, patent, copyright, unfair competition, direct-to-consumer marketing, social networking, domain names, affiliate advertising, keyword advertising, and other e-commerce matters. He has successfully brought and defended against dozens of preliminary injunction motions and requests for temporary restraining orders, which are important remedies in competitive advertising and the protection of intellectual property, product brands and other proprietary assets. He has represented clients before regulatory agencies such as the FTC and self-regulating bodies such as ERSP and NAD, and in state AG investigations. He also counsels clients in many global brand protection matters.

In 2010, 2011 and 2012, Mr. Colaizzi was named one of the top advertising litigators by legal guides *Chambers USA* and *Legal 500*. Clients praise his "ability to handle complex litigation, separate law from business points and find strategic ways to settle disputes" (*Legal 500*), and describe him as "tenacious and smart and just the best there is when it comes to advertising litigation" (*Chambers USA*).

Mr. Colaizzi's clients include large corporations, small businesses and advertising agencies in the creation and protection of advertising programs and brand names. As a counselor, he seeks to help clients avoid litigation through advance analysis of proposed advertising for potential false advertising claims, government regulatory problems and infringements of competitors' rights.

Mr. Colaizzi began his career in the Honors Program at the U.S. Department of Justice, Civil Rights Division, where he devoted more than four years to representing the United States in the prosecution of employment-related race and sex discrimination claims. He also served as a Special Assistant U.S. Attorney for the District of Columbia prosecuting criminal cases.



Randal M. Shaheen
Partner
Venable LLP

Randal Shaheen is a partner in Venable's regulatory and advertising and marketing practice groups. He represents clients before numerous regulatory agencies including the Federal Trade Commission, state attorneys general, the Consumer Financial Protection Bureau, and the National Advertising Division.

Mr. Shaheen has significant experience handling multijurisdictional matters and advising clients in all areas of advertising and marketing. He has worked on numerous matters related to "green" claims, dietary supplements, "Made in USA," privacy and data security, marketing to children, health and performance claims, weight loss, claims interpretation, comparative claims, and the use of surveys.

Mr. Shaheen is a graduate of Harvard Law School where he was the Notes Chair for the Harvard Law Review. He served as Co-Editorial Chair for the *2011 Review of Consumer Protection Law Developments* and is the co-editor of a blog about issues critical to advertising and consumer law entitled *allaboutadvertisinglaw.com*.



Litigating Class Certification Advertising Class Actions (Mock Hearing) | 9:30 a.m. – 10:45 a.m.



Honorable Marilyn Hall Patel
Judge (retired)
**U.S. District Court for the
Northern District of California**

Judge Marilyn Hall Patel served as a judge on the United States District Court for the Northern District of California, sitting in San Francisco, since August 1980. She was the first woman to serve as a district judge on the Northern District bench and the first woman to serve as Chief Judge of the Court, holding that position from 1997 to 2004. She assumed senior status in 2010 and retired in September 2012. Prior to her joining the federal bench, Judge Patel served on the bench of the state court of California. Judge Patel received her B.A. degree from Wheaton College in 1959 and her J.D. from Fordham University Law School in 1963. She is a member of the Bars of New York and California.

Judge Patel has been involved in a number of advanced legal education programs instructing within and outside the United States on litigation, civil practice, securities law and intellectual property law as well as a number of other subjects. She has participated in programs conducted by Loyola School of Law and California Institute of Technology delving into the intersection of technology and other important issues including human genome research, communication and globalization. She has also been one of the initiators of judicial education programs in California and federal courts dealing with gender bias and equity, leading to the first gender bias studies and commissions in these courts.

Judge Patel currently serves on the National Academy of Sciences Committee on Copyright Policy and the Board of Advisors of Fordham Law School's Center on Law and Policy Information.



Tina Wolfson
Attorney
Ahdoot & Wolfson, PC

Tina Wolfson is a founding member of the national law firm of Ahdoot & Wolfson, PC, which has offices in California and New Jersey. Tina graduated cum laude from Harvard Law School in 1994, and began her legal career as a litigator at Morrison & Foerster, LLP. In 1998, Tina and Robert Ahdoot founded Ahdoot & Wolfson, a law firm specializing in advocating the rights of consumers, employees, and victims of catastrophic injuries, as well as prosecuting and defending general and complex business litigation claims.

Tina has been appointed lead or co-lead class counsel in numerous class actions that have conferred millions of dollars' worth of benefits to the class members she represented, alleging claims involving deceptive business practices, product defects, false advertising, employee rights and benefits, data breaches, and invasion of privacy. Tina is part of the first group of attorneys who successfully litigated the privacy rights of millions of consumers against major financial institutions who used consumers' personal information for marketing purposes without their consent. Tina and her firm are also among the first consumer attorneys to obtain substantial class action settlements based on allegations of "all natural" false advertising of food and beverage products. Tina serves as the co-chair of the Federal Torts Section of the Federal Bar Association. She frequently lectures on numerous topics related to class action litigation across the country.



Angel A. Garganta
Partner
Venable LLP

Maintaining a national practice with San Francisco roots, **Angel Garganta** is a partner in Venable's Commercial Litigation Practice Group. A nationally recognized authority on food, beverage, and supplement litigation, and consumer protection laws, Mr. Garganta's practice has a strong focus on advertising law. He is ranked nationally by *Chambers USA* in the Food & Beverages: Regulatory & Litigation category and is also AV Rated by Martindale-Hubbell.

Mr. Garganta represents a variety of businesses, including manufacturers and service companies nationally and internationally, in a broad range of unfair business practice/consumer class actions and complex commercial disputes. He uses his experience to achieve cost-effective and efficient results on behalf of his clients through early and strategic use of motions to dispose of cases or to position them for favorable settlements. Prior to joining Venable, Mr. Garganta was a partner at an international law firm.



Litigating Class Certification Advertising Class Actions (continued)



Daniel S. Silverman
Partner
Venable LLP

Dan Silverman has a track record of success litigating a broad spectrum of complex commercial and intellectual property matters for clients in both state and federal court throughout the country. Specifically, Mr. Silverman has extensive experience litigating consumer class actions in the context of false advertising and privacy statutes, as well as a wide range of other business torts and contract disputes. He also has substantial experience litigating intellectual property disputes, including trade secret and patent and trademark infringement disputes.

Mr. Silverman is also a seasoned trial attorney who has successfully tried to verdict or arbitration award more than two dozen disputes. He is skilled at distilling complex facts to the key kernels of information that will resonate with and persuade the judge or jury.

Mr. Silverman is mindful of his clients' bottom line. To that end, he gears his litigation strategy toward assuring that his clients' desired outcome is met in a cost efficient manner. This includes resolving disputes through early motion practice as well as utilizing various alternative dispute resolution techniques early in the litigation. He is also known for thinking of creative, outside-the-box approaches to settling cases.

The Regulatory Road Ahead | 11:00 a.m. – 12:00 p.m.



Michael Elisofon
Deputy Attorney General
Consumer Law Section Office of
California Attorney General

Michael Elisofon is a Deputy Attorney General in the Consumer Law Section of the California Attorney General's Office, where he conducts investigations and civil prosecutions of companies and individuals that engage in unfair business practices affecting California consumers, such as false advertising and privacy violations. He previously practiced law as a litigation associate in both the Silicon Valley and Los Angeles offices of Latham & Watkins. Mr. Elisofon received his BA and MA from Stanford University and his JD from the University of California, Hastings College of the Law.



Yan Fang
Attorney
Federal Trade Commission,
Western Regional Office

Yan Fang is an attorney with the Federal Trade Commission's Western Regional Office in San Francisco, where she focuses on enforcing consumer protection laws related to advertising and privacy. Before joining the agency, Ms. Fang clerked for the Honorable Deborah L. Cook of the U.S. Court of Appeals for the Sixth Circuit and the Honorable Judge Nancy F. Atlas of the U.S. District Court for the Southern District of Texas. She earned her law degree from University of California, Berkeley, School of Law, where she was the managing editor of the *California Law Review* and a fellow with the Berkeley Center for Law and Technology. She earned her undergraduate degree from Harvard College.



Leonard L. Gordon
Partner
Venable LLP

Len Gordon is a partner in Venable's Antitrust and Advertising and Marketing groups. An experienced litigation attorney, Mr. Gordon has more than 20 years of experience in government and private practice.

Prior to joining Venable, Mr. Gordon spent seven years at the Federal Trade Commission, most recently as the Regional Director for the Northeast Regional Office in New York City. At the FTC, Mr. Gordon managed the Northeast Regional Office in matters including case selection, case management, and supervision of all attorneys, investigators and support personnel. He served as the liaison to the Bureau of Competition, Bureau of Consumer Protection, and other law enforcement and community groups.

In private practice, Mr. Gordon has represented manufacturers, retailers, service providers and financial institutions in state and federal courts, arbitration and mediation, as well as before the Federal Trade Commission, the Securities and Exchange Commission and in Department of Justice investigations. He has also represented physicians and drug manufacturers in medical malpractice and pharmaceutical products liability litigation.



The Regulatory Road Ahead (continued)



Michael A. Signorelli
Counsel
Venable LLP

Michael Signorelli is counsel in the firm's Government and Regulatory Affairs Practice Group, where he advises and represents clients on privacy and Internet-related issues. Mr. Signorelli counsels clients on advertising, marketing, and data security related matters and represents clients in federal marketing-related legislation and rulemaking proceedings and other matters before the Federal Trade Commission, Federal Communications Commission, and the U.S. Department of Commerce. Mr. Signorelli advises clients with regulatory compliance matters and on developments regarding the Controlling the Assault of Non-Solicited Pornography and Marketing Act (Can-SPAM), Telemarketing Sales Rule (TSR), Telephone Consumer Protection Act (TCPA), and compliance with the European Union's Data Protection Directive (the E.U. Directive). Mr. Signorelli has also been involved in matters related to Internet governance, crisis management, and the development of self-regulatory programs.

Lunch Keynote | 12:00 p.m. – 1:15 p.m.



Ross Hoffman
Director of Brand Strategy U.S.
Twitter

Ross Hoffman is the Director of Twitter's Brand Strategy team in the US, focusing on the identification and execution of strategic partnerships and creative solutions with the world's top marketers. Prior to Twitter, Ross held business development positions at Google/YouTube, acquiring content and overseeing YouTube's live streaming strategy. He began his career in the William Morris Agency mailroom, ultimately joining their corporate consulting department, advising Fortune 500 companies on their branded entertainment and marketing strategies.

A native Philadelphian, Ross received a B.S. in Marketing from the University of Maryland Robert H. Smith School of Business, and currently resides in San Francisco. He is @hoff on Twitter.



Branded Entertainment in the Digital Age (continued)



Gabriel Martinez
Advertising Counsel
The Clorox Company

Gabe Martinez joined The Clorox Company in September 2010. He is responsible for counseling the business on all advertising, marketing and promotions issues for the company's brands. In particular, Gabe works closely with brand managers, R&D and PR to develop new advertising claims, partnerships with charities, marketing campaigns, social media executions and branded entertainment. He also manages competitive advertising challenges before NAD and false advertising litigation.

Prior to joining Clorox, Gabe was a member of the advertising groups at Manatt, Phelps & Phillips and Loeb & Loeb in New York. He attended Columbia University for college and law school. Gabe currently lives in San Francisco's fabulous Castro district where he enjoys oil painting, yoga and bourbon.



Po Yi
Partner
Venable LLP

Po Yi is a partner in Venable's nationally recognized Advertising and Marketing Group with significant experience in private practice and as in-house counsel. Po's practice focuses on digital media, branded entertainment, advertising and marketing, intellectual property licensing, and sponsorships in sports, music and film, both in transactional matters as well as regulatory, intellectual property and general counseling and compliance. Po's clients include major brands in the financial services and consumer products industries, advertising and media agencies, as well as traditional media, digital media and technology companies (including early-stage companies).

Prior to joining Venable, Po was Vice President and Chief Advertising Counsel for American Express for over five years. In her role, she was the primary counsel to the Chief Marketing Officer and his brand advertising and marketing group as well as the lead counsel for US card marketing group. Her responsibilities included negotiating and managing media alliances, major sponsorships in sports, music, film and fashion, celebrity talent agreements, and agency agreements; providing legal support on the development and execution of advertising and marketing programs, including brand campaigns, acquisition programs and promotions; managing claims review and competitor advertising challenges; and providing legal support for market research and competitive intelligence.

Navigating Your Way Through Social Media | 2:00 p.m. – 2:45 p.m.



Laura Brett
Staff Attorney
National Advertising Division
("NAD") of the Advertising Self-Regulatory Council

Laura Brett is a staff attorney at the National Advertising Division ("NAD") of the Advertising Self-Regulatory Council. Laura joined NAD in April 2012 and has handled a variety of cases involving advertising in social media, including the review of the adequacy of disclosures in digital formats and specifically in "Native Advertising." In addition to speaking at seminars on the issues surrounding advertising in Social Media, Laura's article, "Publishers – And Marketers – Must Meet Ethical Standards in Native Advertising: Both Have Responsibility to Ensure Consumers Aren't Deceived" was published in Advertising Age in June, 2013. Prior to joining NAD, Laura specialized in litigation matters in her own private practice and at Willkie Farr & Gallagher. In addition to Laura's professional experience, she has served on the Board of numerous not-for-profit organizations and is currently serving as an elected member on her local City Council. Laura graduated with a B.A. from Trinity College and received her law degree from Fordham University School of Law.



Navigating Your Way Through Social Media (continued)



Amy Mudge
Staff Attorney
National Advertising
Division

Amy Mudge is an experienced attorney and partner in Venable's Regulatory and Advertising and Marketing Practice Groups. She represents clients before the Federal Trade Commission, Department of Justice, state attorneys general and the National Advertising Division.

Ms. Mudge's clients span across a wide range of industries including agriculture, Internet services, pharmaceuticals, dietary supplements and car rentals. She also has experience establishing effective compliance programs providing antitrust and marketing law training.

Ms. Mudge is also the co-editor of a blog about issues critical to advertising and consumer law entitled *allaboutadvertisinglaw.com*.

Health Related Marketing Claims for Food and Dietary Supplements | 3:00 p.m. – 3:45 p.m.



Todd A. Harrison
Partner
Venable LLP

Todd Harrison focuses his practice on Federal Food and Drug Administration (FDA), United States Department of Agriculture's Food Safety and Inspection Service (FSIS)/Animal and Plant Health Inspection Service (APHIS)/Agricultural Marketing Service (AMS), Federal Trade Commission (FTC), and the Drug Enforcement Administration (DEA), as well as other federal, state, and international consumer protection agencies governing rules and regulations related to drugs, foods, dietary supplements, homeopathic remedies, medical devices, medical foods and cosmetics. Mr. Harrison works extensively in the areas of food and dietary supplement safety, labeling and advertising claims. He drafts opinion letters regarding the status of food ingredients in the United States and assisted in the preparation of food additive petitions, GRAS notifications, and new dietary ingredient notifications. He also assists companies in developing self-determined GRAS position for food ingredients.

Mr. Harrison advises clients on issues related to FDA and FSIS's labeling requirements as well as on organic products and genetically modified organisms. Additionally, he advises clients on international food issues.

Mr. Harrison has assisted companies on important FDA, FSIS, APHIS compliance issues, including HAACP, good manufacturing practice, product recalls vs. market withdrawals, inspections, warning letters, complying with FDA's and FSIS's standards of identities, importing meat and poultry products into the United States, warning letters, and record keeping.



Claudia A. Lewis
Partner
Venable LLP

Claudia Lewis represents numerous clients in the areas of FDA regulations governing foods, dietary supplements, over-the-counter drugs, homeopathic preparations, medical foods, medical devices and importation/exportation of FDA regulated goods; FTC regulations governing advertising appearing on the Internet, television, print media and radio; FTC telemarketing regulations; USDA regulations governing the use of the term "organic"; and EPA regulations governing pesticides. Ms. Lewis also represents scientists, physicians, nutritionists, health care associations, and citizens groups. Furthermore, she has a number of international clients who she has assisted in establishing a U.S. market for their products.

Ms. Lewis has also appeared and prepared constitutional and administrative law cases before the Food and Drug Administration, the Federal Trade Commission, the Department of Justice, the Bureau of Land Management, and the Environmental Protection Agency.

Ms. Lewis has been recognized as one of the premier attorneys on dietary supplement label and labeling regulations and has handled complex civil matters from the administrative complaint stage to the Court of Appeals. Her experience in these fields has been in various radio talk shows, where Ms. Lewis was asked to discuss issues ranging from the impact of *Pearson v. Shalala* (labeling standards for disease or health-related claims of dietary supplements), FTC advertising regulations, and Senate Bill 722 (increased regulatory oversight of dietary supplements) to the proposed cGMPs (industry-wide labeling and manufacturing standards for dietary supplements). She has also been quoted in the *Vegetarian Times*, *Natural Pharmacy* and the *Tan Sheets*.



Using “Gamification” and Gaming in Consumer Promotions: What’s the Buzz? | 3:45 p.m. – 4:30 p.m.



Sheila Jambekar
Senior Counsel
Zynga

Sheila Jambekar is Senior Counsel at Zynga Inc., a social gaming company, where she heads up the product compliance team. As head of the product compliance team, she advises the business on a variety of matters that touch Zynga’s products including privacy, social media marketing, advertising, and promotions. Ms. Jambekar originally hails from the Midwest and then moved East where she obtained a Masters from Yale and her J.D. from Cornell Law School in 2005. Having had enough of frigid winters and humid summers, she hightailed it to the Bay Area where she now lives with her husband and two kids.



Melissa Landau Steinman
Partner
Venable LLP

Melissa Landau Steinman practices primarily in the areas of advertising and marketing, antitrust, trade regulation, and consumer protection. She is uniquely familiar with the technology, retail, media, and hospitality industries.

Ms. Steinman assists companies advertising and marketing their products in traditional and new media: reviewing advertising and marketing materials; vetting pricing and “sales” claims; creating product warranties; advising on product safety issues; and addressing intellectual property and privacy matters. With over twenty years’ experience in the area, she has represented clients in private and government litigation, class actions, Lanham Act cases and Federal and State government investigations. Ms. Steinman wrote and edited the “Guide to Federal and State Regulation of Advertising,” a comprehensive two-volume book/CD-ROM on the law of advertising and promotions, and the U.S. chapter of an upcoming treatise (exp. spring 2014) from Globe Law and Business on international advertising law.

B2B Service Providers in the Crosshairs – A Look at How Today’s Regulatory Landscape Affects Relationships Between Merchants and the Companies that Support Them | 4:30 p.m. – 5:15 p.m.



David Morgan
Chief Revenue Officer
PerformLine

David Morgan is a recognized leader in the digital advertising industry with deep expertise on compliance in regulated markets. He leads PerformLine in deploying advanced automated compliance monitoring services for marketers and service companies. Their award-winning, cloud-based software program PerformMatch, automatically monitors for regulatory, brand and TCPA compliance in call centers and on the internet, enabling documentation of the entire compliance process in one platform.



Ellen Traupman Berge

Partner

Venable LLP

Ellen Berge counsels clients on legal matters related to advertising and marketing consumer products and services through radio, television, direct mail, telemarketing, Internet, affiliate marketing, social media, mobile and other direct response marketing channels. She also advises lead generators, call centers, media companies, fulfillment houses, payment processors and other third parties that serve direct response marketers. She assists clients with ongoing regulatory compliance matters for their marketing promotions with an understanding of current trends in regulatory compliance and law enforcement as well as the scrutiny of competitors and class action plaintiffs. She advises clients on developments regarding various consumer protection laws and guidelines such as Section 5 of the Federal Trade Commission Act, the Telephone Consumer Protection Act and related Federal Communication Commission rules, the Federal Trade Commission's Telemarketing Sales Rule, the CAN-SPAM Act, various legal guidelines for the marketing of "free" offers, the use of negative option marketing and recurring shipping programs, and the use of endorsements and testimonials in advertising.



Jonathan Ellman

Sr. Vice President, Regulatory

Compliance and Government Affairs

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