

WEB SEMINAR SERIES

Washington Legal Foundation

Legal PR, Trial Lawyers' Style: How Plaintiffs Seek Advantage Outside of Court and Proactive Countermeasures for Defendants

FEATURING:

ANDREW J. TRASK

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Author, CLASS ACTION COUNTERMEASURES Blog

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LIVE WEBCAST:

Friday, September 17, 2010

10:00 a.m. – 11:00 a.m. EST

<http://www.wlf.org>

Event Focus:

This interactive program examines the various communications and public relations strategies plaintiffs' attorneys utilize in specific cases and to accentuate their role in civil justice, and provides strategies defendants can use to respond to trial lawyer PR and positively turn the "spin" to their advantage.

Interact with our speakers during the program by submitting your questions to interactive@wlf.org



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W a s h i n g t o n L e g a l F o u n d a t i o n

Speakers' Biographies

Andrew J. Trask is counsel in the McLean, Virginia office of the law firm McGuire Woods LLP. Mr. Trask has participated in the defense of more than 100 class actions, involving all stages of the litigation process. While his work has concentrated on products liability and consumer fraud cases, he has also defended class actions involving telecommunications products, business contracts, securities, ERISA, the U.S. antitrust laws and environmental claims, among others. In addition to his class action practice, he has defended mass tort cases involving financial regulations, patent misuse cases, and government investigations into allegations of automotive defects and breach of privacy regulations. Co-author of the recently published *THE CLASS ACTION PLAYBOOK* (Oxford University Press), he maintains the *Class Action Countermeasures* blog at www.classactioncountermeasures.com, which discusses the strategic considerations involved in class action defense.

Walter Olson is a senior fellow at the Cato Institute's Center for Constitutional Studies. Prior to joining Cato, Olson was a senior fellow at the Manhattan Institute, and has been a columnist for Great Britain's *Times Online* as well as *Reason*. His writing appears regularly in such publications as the *Wall Street Journal*, *The New York Times*, and the *New York Post*. He has appeared numerous times before Congress and advised many public officials. *The Washington Post* has dubbed him the "intellectual guru of tort reform." He is the author of numerous books, most recently *THE RULE OF LAWYERS*, and his next book, *SCHOOLS OF MISRULE: LEGAL ACADEMIA AND AN OVERLAWYERED AMERICA* (Encounter Books), is scheduled for release in 2011. On the web, he founded and continues to run *Overlawyered.com*, widely cited as the oldest blog on law as well as one of the most popular.