Dear Colleague:

Developing technology and an increasingly educated customer base are redefining the food industry. Join your colleagues from around the country at UCLA, in collaboration with the Resnick Center for Food Law and Policy, to hear from some of the biggest names in the industry. In addition to a featured presentation from the FDA, this year’s panels and presentations include an impressive and diverse faculty of practitioners, regulators, and academics, as well as other influencers and stakeholders from:

- Angeion Group
- California Department of Justice
- Center for Science in the Public Interest (CSPI)
- EAS Consulting Group
- Georgia State University College of Law
- Grocery Manufacturers Association (GMA)
- International Food Authenticity Assurance Organization (IFAAO)
- JAMS
- Mars, Inc.
- Minnesota Court of Appeals
- Pepsico
- Starbucks Coffee Company
- Subway
- UCLA School of Law
- University of California
- US Food and Drug Administration (FDA)
- ... and top law firms.

Don’t miss this opportunity to network with your colleagues and food law experts. If you have any involvement in the food industry, this is a conference you don’t want to miss! We look forward to seeing you in June.

Sincerely,

Sascha Henry, Esq.
Program Co-Chair
Sheppard Mullin
Los Angeles, CA

Michael R. Reese, Esq.
Program Co-Chair
Reese
New York, NY

Michael T. Roberts
Program Co-Chair
Executive Director
Resnick Center for Food Law and Policy
UCLA School of Law
Los Angeles, CA

Christopher Van Gundy, Esq.
Program Co-Chair
San Francisco, CA

P.S. Please join us on Thursday evening for a networking cocktail reception sponsored by:

- Angeion Group
- California Department of Justice
- Center for Science in the Public Interest (CSPI)
- EAS Consulting Group
- Georgia State University College of Law
- Grocery Manufacturers Association (GMA)
- International Food Authenticity Assurance Organization (IFAAO)
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- US Food and Drug Administration (FDA)

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SCHEDULE AND INFORMATION INSIDE
THURSDAY, JUNE 6

8:00 Registration and Continental Breakfast

8:30 **Introduction and Welcome**
Overview of Day One
Sascha Henry, Esq., Program Co-Chair
Sheppard Mullin, Los Angeles, CA
Michael R. Reese, Esq., Program Co-Chair, Reese, New York, NY
Michael T. Roberts, Program Co-Chair, Executive Director
Resnick Center for Food Law and Policy, UCLA School of Law
Los Angeles, CA
Christopher Van Gundy, Esq., Program Co-Chair
San Francisco, CA

8:45 **Standards and Food Fraud**
What’s in a Name and What’s for Real?
Maia Kats, Esq., Kaplan Fox & Kilsheimer, Washington, DC
Jessica P. O’Connell, Esq., Covington & Burling, Washington, DC
Mitchell Weinberg, President & CEO, IFAAO, New York, NY
Moderator: Michael T. Roberts, Esq., Program Co-Chair

9:30 **Featured Presentation**
Views from the FDA
Douglas W. Stearn, Deputy Director for Regulatory Affairs, CFSAN
FDA, College Park, MD

10:45 **Food Safety**
Outbreaks, Blockchain, and Transparency
Timothy D. Lytton
Associate Dean for Research & Faculty Development
Georgia State University College of Law, Atlanta, GA
Bill Marler, Esq., Marler Clark, Seattle, WA
Hon. Peter M. Reyes, Jr.
Minnesota Court of Appeals, Minneapolis, MN

12:15 Lunch Break (on your own)

1:30 **Diversity and Inclusion**
The Ethics of Elimination of Bias
Farzin Firooznia, Esq.
VP and Chief Counsel North American Litigation
Pepsico, New York, NY
Zabrina Jenkins, Esq., VP Assistant General Counsel
Starbucks Coffee Company, Seattle, WA
Moderator: Robert Guite, Esq., Sheppard Mullin, San Francisco, CA

2:30 **Pre-Emption**
A Practitioner’s Guide to Developments
Hunter Landerholm, Esq., Deputy Attorney General
California Department of Justice, San Francisco, CA
Trenton H. Norris, Esq., Arnold & Porter, San Francisco, CA
Moderator: Diana Winters, Assistant Director of Scholarship
Resnick Center for Food Law and Policy
UCLA School of Law, Los Angeles, CA

3:15 Networking Break

3:30 **Nutrition**
Advertising and Labeling Issues
Steven H. Armstrong, Independent Advisor
EAS Consulting Group, Naples, FL
Laura MacCleery, Policy Director, CSPI, Washington, DC
Moderator: Michael T. Roberts, Esq., Program Co-Chair

4:15 **Perspectives from Industry**
A Roundtable Discussion
Bethany Appleby, Esq., Chief Legal Officer, Subway, New York, NY
Gloria S. Hong, Esq., Director, Corporate Counsel, Litigation
Starbucks Coffee Company, Seattle, WA
Karin F.R. Moore, Esq., General Counsel, GMA, Washington, DC
Nicole Nice, Esq., Assistant General Counsel, Mars, Inc., Denver, CO
Moderator: Sascha Henry, Esq., Program Co-Chair

5:30 Adjourn to Private Networking Reception Sponsored by:

FRIDAY, JUNE 7

7:30 Continental Breakfast

8:00 **Welcome Back**
Overview of Day Two
Sascha Henry, Esq., Program Co-Chair
Michael R. Reese, Esq., Program Co-Chair
Michael T. Roberts, Esq., Program Co-Chair
Christopher Van Gundy, Esq., Program Co-Chair

8:15 **Food Court in Review**
Northern District of California and Beyond
Carlos F. Ramirez, Esq.
Reese, New York, NY

9:00 **Class Action Panel**
Tales from the Food Court
David Biderman, Esq.
Perkins Coie, San Francisco, CA
Hon. Peter D. Lichtman, Esq.
JAMS, Los Angeles, CA
Melissa Weiner, Esq.
Pearson, Simon & Warshaw, Minneapolis, MN
Steven Weisbrot, Esq., Chief Innovation Officer
Angeion Group, Coral Springs, FL
Moderator: Michael R. Reese, Esq., Program Co-Chair

10:15 Networking Break

10:30 **Healthy is Alive and Well**
The Battle Over “Healthy” in the Courts
Jack Fitzgerald, Esq.
The Law Office of Jack Fitzgerald, San Diego, CA
Kenneth Lee, Esq.
Jenner & Block, Los Angeles, CA
Robert H. Lustig, MD, Professor of Pediatrics
University of California, San Francisco, CA

11:45 Lunch Break (on your own)

1:00 **Food Law in Academia**
An Overview
Michael T. Roberts, Esq., Program Co-Chair

2:00 **Cannabis**
A New FDA Practice
Sanford Wolgel, PhD, Cannabis Science and Regulatory Expert
Chicago, IL
Christopher Van Gundy, Esq., Program Co-Chair

3:00 Evaluations and Adjourn

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PROGRAM CO-CHAIRS

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Michael R. Reese is the founder of Reese LLP. Mr. Reese and his firm have served as class counsel and been responsible for the removal of trans-fat from popular consumer products; changes to labeling and marketing; and reimbursements of tens of millions to consumers. He is a respected lecturer and author on food law and an adjunct professor at Brooklyn Law.

FEATURED PRESENTER

Douglas W. Stearn
Deputy Director for Regulatory Affairs, CFSAN
FDA, College Park, MD

SPEAKERS

Bethany Appleby, Esq., Chief Legal Officer
Subway, New York, NY

Steven H. Armstrong, Independent Advisor
EAS Consulting Group, Naples, FL

David Biderman, Esq.
Perkins Coie, San Francisco, CA

Farzin Firooznia, Esq., VP and Chief Counsel
PepsiCo, New York, NY

Jack Fitzgerald, Esq.
The Law Office of Jack Fitzgerald, San Diego, CA

Robert Guite, Esq.
Sheppard Mullin, San Francisco, CA

Gloria S. Hong, Esq., Corporate Counsel, Litigation
Starbucks Coffee Company, Seattle, WA

Zabrina Jenkins, Esq., VP Assistant General Counsel
Starbucks Coffee Company, Seattle, WA

Maia Kats, Esq.
Kaplan Fox & Gilshheimer, Washington, DC

Hunter Landerholm, Esq., Deputy Attorney General
California Department of Justice, San Francisco, CA

Kenneth Lee, Esq.
Jenner & Block, Los Angeles, CA

Hon. Peter D. Lichtman, Esq.
JAMS, Los Angeles, CA

Robert H. Lustig, MD, Professor of Pediatrics
University of California, San Francisco, CA

Timothy D. Lytton, Associate Dean for Research & Faculty Development
Georgia State University College of Law, Atlanta, GA

Laura MacCleery, Policy Director
CSPI, Washington, DC

Bill Marler, Esq.
Marler Clark, Seattle, WA

Karin R.F. Moore, Esq., General Counsel
GMA, Washington, DC

Nicole Nice, Esq., Assistant General Counsel
Mars, Inc., Denver, CO

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Christopher G. Van Gundy’s practice focuses on food law litigation, FDA and USDA compliance, Prop. 65, supply chain issues, false advertising and marketing claims, CBD, brand protection, and distribution contracts. He regularly serves on committees of the Food and Drug Law Institute and is an accomplished trial lawyer.

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 Featured Presentation: Views from the FDA

 Douglas W. Stearn, Deputy Director for Regulatory Affairs Center for Food Safety and Applied Nutrition
US Food and Drug Administration, College Park, MD

Douglas W. Stearn is the Deputy Director for Regulatory Affairs of the Center for Food Safety and Applied Nutrition at the FDA. He has direct responsibility for programs overseeing the food supply under the FDA’s jurisdiction, including compliance involving food safety, dietary supplements, nutrition, food labeling, analytics, outreach, and international affairs. Prior, Mr. Stearn served as the Director of the FDA’s Office of Enforcement and Import Operations and the Assistant Director and then the Deputy Director of the Office of Compliance within the FDA’s Center for Drug Evaluation and Research (“CDER”). Prior to joining CDER, he was the Director of the Division of Compliance Policy in the Office of Enforcement. Before joining the FDA, Mr. Stearn worked as a trial attorney in the US Department of Justice’s Office of Consumer Litigation for over fifteen years.

Other Topics Include:

• Food Law in Academia
• Food Safety
• Current Issues in Preemption
• Advertising and Labeling Issues in Nutrition
• Standards and Food Fraud
• Industry Roundtable
• Food Court in Review
• Class Action Panel
• Healthy is Alive and Well
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