

Our program features intensive panel discussions with members of Keller and Heckman LLP's connected products team on the regulatory and litigation risks affecting connected products, and practical tips on compliance, risk avoidance, and risk management.

DAY ONE: May 2, 2017

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| 8:00 a.m. – 8:30 a.m. | Registration/Continental Breakfast |
| 8:30 a.m. – 8:45 a.m. | Welcome and Introductory Activities |
| 8:45 a.m. – 9:45 a.m. | A Framework for Compliance <ul style="list-style-type: none">• Basic guidance on developing compliance frameworks• Identifying regulatory requirements• Product liability prevention and crisis management considerations• Regulatory reporting considerations |
| 9:45 a.m. – 10:00 a.m. | Break |
| 10:00 a.m. – 12:00 p.m. | Privacy and Security <ul style="list-style-type: none">• Drafting and updating privacy policies• Mapping the data: data collection, storage and transfer• Children's Online Privacy Protection Act (COPPA) and Health Insurance Portability and Accountability Act of 1996 (HIPAA) considerations• Encryption best practices• Security breach response basics• Implications to product safety of a security breach |
| 12:00 p.m. – 1:30 p.m. | Lunch |
| 1:30 p.m. – 2:45 p.m. | Chemicals in Products and Other Environmental Considerations <ul style="list-style-type: none">• California Prop 65• State green chemistry• Hazardous waste disposal and extended product responsibility (EPR) |
| 2:45 p.m. – 3:30 p.m. | Federal Communications Commission (FCC)/Innovation, Science and Economic Development Canada (ISED) <ul style="list-style-type: none">• Equipment Certifications• Non-interference• Implications of bankruptcy/business changes on ongoing use of equipment• Mutual recognition/reciprocity• Spectrum availability |

3:30 p.m. – 3:45 p.m.

Break

3:45 p.m. – 5:15 p.m.

Product Safety/ Liability Considerations

- Product design, warnings, instructions and warranties
- U.S. Consumer Product Safety Commission (CPSC) regulations and reporting
- Handling recalls
- Product liability litigation

5:15 p.m. – 5:30 p.m.

Question and Answer / Wrap-Up

5:30 p.m. – 7:00 p.m.

Networking Cocktail Reception

DAY TWO: May 3, 2017

8:00 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 9:30 a.m.

Special Product Issues

- Energy efficiency considerations
- Medical devices vs. general wellness product requirements
- Toy safety

9:30 a.m. – 10:30 a.m.

Advertising and Marketing

- Claims and claims substantiation
- Product performance claims
- Price and price comparison
- Representations about safety
- Influencers and social media

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m.

Other Consumer Protection Issues

- Terms of use and end-user license agreement (EULAs)
- In-app purchases
- Expected useful life, software updates and support
- Agreements with business partners
- The role of consumer affairs

11:30 a.m. – 12:30 p.m.

Managing Crises, Enforcement Actions and Litigation

- Allegations of privacy and security breaches
- Product safety issues
- Responding to state attorney general, federal regulatory investigations, Congressional inquiries and lawsuits

12:30 p.m.

Wrap Up Discussion and Program Adjourns