

Palo Alto Area Bar Association

Weekly News & Events

March 22, 2017

"You read them? No one reads them. Only the lawyers who put them together read them.

The Big Short

UPCOMING EVENTS

March 23 - Salacious Trademarks!

PAABA's Intellectual Property section presents an intriguing look at recent cases interpreting Section 2(a) of the Lanham Act (15 U.S.C. 1052), which prohibits the registration of trademarks consisting of "immoral, deceptive, or scandalous matter." Jessica Galaif from Carr & Ferrell LLP will present.

1 unit MCLE credit is provided.

[Register](#)

April 11 - Women Lawyers Round Table: Let's Talk Tech

Tried a new billing program that's saving you time and money? Have you recently discovered The Ultimate To-Do List? The Women Lawyers Section will discuss apps, programs, shortcuts, and any and all tips and tricks (digital or otherwise) you have to share that make your practice, your networking, your billing, your rainmaking, and/or your personal life run more smoothly and efficiently. Join us for lunch, networking, and collaboration. Associated professionals are welcome.

[Register](#)

April 18 - IP Section presents: The Wacky World of Willfulness

Robert Payne of Payne IP Law in San Jose will speak on "The Wonderful, Wacky World of Willfulness." Although we usually think of willfulness in the context of exemplary damages in patent infringement, Payne will explore the inconsistencies and quirks of willfulness in "non-exemplary" IP damages. Prepare to be amazed (and mark your calendar)!

1 unit MCLE and lunch will be provided.

Register

April 25 - Tax-Free Fiesta!

Join the [Financial Planning Forum](#) and Palo Alto Area Bar Association to celebrate getting through Tax Season and enjoy a precursor to Cinco de Mayo!

Sample delicious Mexican food and beverages while listening to [Mariachi Tapatio](#). This promises to be a lively, festive event which you will not want to miss.

Register

WEBINARS

- **March 23** - [Sue Unto Others As You Would Have Them Sue Unto You](#) (1 unit Ethics)
- **April 3** - [Nice Lawyers Finish First](#) (1 unit Ethics)
- **April 13** - [From Competence to Excellence: The Ethical Imperative for Excellent Client Service](#) (1 unit Ethics)
- **April 19** - [Don't Be an Outlaw The Ethical Imperative to Follow the Law](#) (1 unit Ethics)
- **April 25** - [Loose Lips Sink Partnerships \(and Clients Too\): The Ethical Way to Honor Client Confidentiality](#) (1 unit Ethics)

NEWS AND ANNOUNCEMENTS

Update Your Member Profile

Your [member profile](#) now includes options for joining [PAABA sections and committees](#), as well as specifying your practice areas to help other members locate you in a [Directory](#) search.

PAABA's Employment Law and Workers Compensation referral panels could use a few good lawyers. If your practice includes these areas and you'd like to join a panel, contact lrs@paaba.org or log in to your [member profile](#) to add a panel to your membership.

Participation in LRS is a great way to boost our community's access to legal resources as well as a potential source of referrals for your practice.

Upcoming Events

Stay tuned in April and May for MCLE presentations on the law of cannabis collectives, religious and national origin discrimination in employment, and a training on family preparedness plans for .



Fee dispute with a client?

PAABA provides a program for resolving fee disputes pursuant to California mandatory arbitration procedures (B&P Code sections [6200-6206](#)).

This process is administered by trained PAABA volunteers. Fee arbitration is voluntary for the client and mandatory for the attorney.

More information is available at PAABA.org



Need a mediator?

PAABA offers a panel of experienced, trained mediators in family, estate, employment, personal injury, business, small claims, and real estate matters.

Parties pay a flat fee for the first 90 minutes of mediation, and the neutral's hourly rate thereafter.

More information is available at PAABA.org.

PAABA | (650) 326-8322 | info@paaba.org | www.paaba.org

STAY CONNECTED



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"