

AGENDA

* KARCHER AUDITORIUM
** WALSH CLASSROOM

BREAKFAST AND REGISTRATION*

9-9:45AM

OPENING REMARKS*

9:45-10:00AM

Christine Hurt | Senior Associate Dean for Academic Affairs, Alan R. Bromberg Centennial Chair in Corporate, Partnership, Business, and Securities Law and Professor of Law, **SMU Dedman School of Law**
Carla L. Reyes | Associate Professor of Law, **SMU Dedman School of Law**
Bailey White | President, *SMU Science & Technology Law Review*

KEYNOTE DISCUSSION*

10-10:45AM

Ava Farshidi | Senior Director of Legal, **Marc Jacobs**
Patricia Noel | Notes Editor, *SMU Science & Technology Law Review*

BREAK

10:45-10:55AM

IP AND BRAND PROTECTION CONSIDERATIONS FOR RETAILERS**

10:55-11:45AM

Alana Matthews (Moderator) | CEO and Founder, **Alautus**
Brian L. Frye | Spears-Gilbert Professor of Law, **University of Kentucky Rosenberg College of Law**
Daniel C.K. Chow | Frank E. & Virginia H. Bazler Chair in Business Law, **The Ohio State University Moritz College of Law**
Brittany DeGan | General Counsel and Corporate Secretary, **LTK**
Danielle Garno | Partner, **Holland & Knight LLP**

ADVERTISING, DATA COLLECTION AND PRIVACY IN THE RETAIL INDUSTRY**

11:50AM-12:40PM

Jay Johnson (Moderator) | Managing Director & Deputy Chief Counsel, **Charles Schwab**
Kevin Frazier | Scholar of Emerging Technology and the Law, **St. Thomas University College of Law**
Dana Caproni | Lead Digital Counsel and Chief Privacy Officer, **Fossil Group**
Kyle Dull | Senior Associate, **Squire Patton Boggs**
Katie Mullen | Chief Customer Officer, **JCPenney**

LUNCH*

12:40-1:30PM

RETAIL AND AI: RISKS, OPPORTUNITIES, AND ETHICS**

1:35-2:25PM

Lisa George (Moderator) | Senior Corporate Counsel, AI Legal at **Salesforce**
Mike Schuster | Assistant Professor of Legal Studies, **University of Georgia Terry College of Business**
Christian Beckner | VP of Retail Technology and Cybersecurity, **National Retail Federation**
Robert S. Hill | Partner, **Holland & Knight LLP**
Bradley C. Weber | Partner, **Troutman Pepper Locke LLP**

RETAIL REINVENTED: BUSINESS TRENDS, TECHNOLOGY, AND LEGAL CHALLENGES TO KNOW IN 2025**

2:30-3:20PM

Ryan Summer Parley (Moderator) | Assistant General Counsel, **JCPenney**
Leslie Vaughn Mahre | Partner, **Holland & Knight LLP**
Heather S. Bethancourt | Partner, **McDermott Will & Emery**
Jennifer Schultz | Senior Vice President and General Counsel, **Randa Apparel & Accessories**
Ali Mize | VP of Sustainability, Belonging, Philanthropy & Associate Relations, **Neiman Marcus Group**

CLOSING REMARKS**

3:20-3:30PM

Hannah Streitman | Symposium and Events Coordinator, *SMU Science & Technology Law Review*