

LCLD Fellows Program Leadership Lunch: *Altria Group & Katten Muchin Rosenman LLP*

Tuesday, June 21, 2016

12:00 pm EDT

Hosted at Katten Muchin Rosenman LLP

Washington, D.C.

Speakers:

Roger P. Furey, Chairman, Katten Muchin Rosenman LLP

Denise F. Keane, Executive Vice President and General Counsel, Altria Group, Inc.;

LCLD Board Member

Agenda:

12:00 - 12:30 pm Fellows Networking

12:30 - 12:45 pm Introductions

12:45 - 2:00 pm Discussion and Q&A



ROGER P. FUREY is the Chairman of Katten Muchin Rosenman LLP. He has more than 25 years of experience protecting and enforcing intellectual property rights on behalf of his clients. Furey concentrates his practice on resolving disputes involving copyrights, trademarks, and advertising, and he protects his clients' intellectual property rights around the globe by supervising a network of IP litigators in every region of the world.

His IP litigation experience includes trademark and trade dress infringement, copyright infringement, and trade secret misappropriation for clients across a wide range of industries, including telecommunications and information technology, automotive parts, industrial batteries, aviation and aerospace, flooring products, and defense contracting. Furey has considerable experience representing sports associations in nationwide trademark and copyright counterfeit enforcement programs in connection with major sporting events.

In the advertising and marketing arena, Furey represents clients in Lanham Act Section 43(a) and false advertising litigation brought by and against competitors. Furey also has considerable experience handling inquiries, investigations, and litigations commenced by federal and state regulators, including the Federal Trade Commission, state attorneys general, and other regulatory agencies. His location in the Washington, D.C. office provides him with ready access to federal regulators, and he has developed strong working relationships with many of them. Finally, Furey regularly reviews client advertising

campaigns for compliance with federal and state regulatory requirements, and he is very active in representing clients in advertising disputes brought before the National Advertising Division (NAD) of the Better Business Bureau.

Furey is a member of the International Trademark Association, the American Bar Association Intellectual Property Section, and the Washington Metropolitan Association of Corporate Counsel of America.

Furey earned his J.D. from University of Virginia School of Law and a B.S. from George Mason University. He is admitted to practice in Washington, D.C., Virginia, and before the U.S. Court of Appeals, Sixth Circuit; U.S. District Court, District of Columbia; U.S. Court of Appeals, Federal Circuit; U.S. District Court, Eastern District of Virginia; U.S. Court of Appeals, Fourth Circuit; U.S. Court of Appeals, District of Columbia Circuit; U.S. District Court, District of Maryland; U.S. Court of Appeals, Ninth Circuit; and the Supreme Court of Virginia.



DENISE F. KEANE serves as Executive Vice President and General Counsel for Altria Group. In her role, she leads the company's Law department and the Corporate Secretary's office.

From May 1995 to December 1997, Keane served as senior vice president & general counsel for Philip Morris USA and later senior vice president, worldwide regulatory affairs, and associate general counsel for Philip Morris Companies.

Keane served as the senior vice president and general counsel for Philip Morris USA from 2001 until assuming her most recent position with Altria in 2008. She has engaged in the successful management of company litigation issues and has managed legal regulatory issues globally. During her career with the Altria family of companies, Keane has held various management and leadership positions.

Under her leadership, the company's Law department has been recognized several times for its efforts to promote diversity and inclusion within the legal profession. For example, in 2002 and 2011, the Minority Corporate Counsel Association presented Altria with its Employer of Choice Award. The following year, Altria received the *Financial Times*' Innovative Lawyer Award for its approach to diversity and training and development. Keane is also the 2013 recipient of *Inside Counsel* magazine's Sharing the Power Award and the Burton Award for Legal Achievement's Legend in Law Award.

She is a member of the American Bar Association and previously served on the Commission on Women in the Profession and the board of Virginia Opera. She co-chaired the ABA's Task Force on Gender Equity. Keane currently serves on the board of the Leadership Council on Legal Diversity and the Virginia Museum of Fine Arts Foundation.