



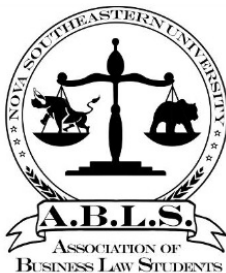
NOVA SOUTHEASTERN  
UNIVERSITY

Shepard Broad College of Law

**NSU Law's Entrepreneur Simulator**  
*Business Startups from the Attorney-Client Perspective*

Friday, February 17, 2017  
11:50 am – 3:45 pm  
NSU Shepard Broad College of Law  
3305 College Avenue  
Ft. Lauderdale, FL 33314

Sponsored by:



Transactional Law  
Practice Group  
NOVA SOUTHEASTERN UNIVERSITY



## **Course Outline & Timeline**

**Registration** - 11:00 am - 11:50 pm

**Welcome & Introduction** - 11:50 am - 12:00 pm

Introduce Jeffrey S. Bartel, Michael B. Chesel, and Brandon Esposito

**Phase 1 - Business Formation** - 12:00 pm - 1:00 pm

Attendees witness firsthand the thought processes involved in assessing a business's legal foundation as an esteemed attorney guest speaker recalls meaningful experiences in advising businesses. The speaker will focus on an "entrepreneur timeline" and will present personal accounts in view of this timeline. The speaker will discuss the owners' goal to limiting potential liability associated with the business, including selecting an appropriate entity structure under specific state laws. Given a keen perspective of the entrepreneur timeline based on real life scenarios, attendees learn what different potential situations to expect when providing legal services to aspiring entrepreneurs.

The Simulator then introduces a "mock business," including its hypothetical industry, purpose and revenue projections to be used for the remainder of the event.

**Coffee Break** - 1:00 pm - 1:30 pm

**Phase 2 - Operation of the Business Entity** - 1:30 pm - 2:30 pm

The Simulator presents three hypothetical scenarios where attendees step into the roles of our mock business's legal advisors and work together to formulate solutions that address various business concerns. During this activity, attendees are divided into three groups in which they are assigned a hypothetical scenario focused on a particular facet of business law. At the end of the activity, each group will present its solutions to a panel of local legal professionals.

**Phase 3 - Guest Speaker Panel** - 2:30 pm - 3:30 pm

The Simulator's panel of legal professionals reviews the groups' proposed business solutions under the three different hypotheticals, and provides feedback to the groups. In turn, the professionals determine whether such solutions are legally feasible within a business context. In assessing the hypothetical scenarios, the panel may draw upon their own experiences in growing and maintaining businesses.

After the panel's final assessment, there will be a brief Q&A session for attendees to ask the panel questions regarding their particular interests in business and intellectual property law. The panel may also discuss other relevant topics and emerging trends in entrepreneurship.

**Final Remarks** - 3:30 pm - 3:45 pm

Dean Jon M. Garon will close with final remarks on the event and the legal significance of the entrepreneur timeline.

**Michael Chesal** is a founding and managing member of Peretz Chesal & Herrmann, an intellectual property law firm located in Miami, Florida. He was one of nine inaugural members of The Florida Bar Intellectual Property Law Certification Committee, which he Chaired from 2009-10. Michael previously served as Chairman of The Florida Bar Business Law Section's Intellectual Property Law Committee. Over the years, Michael has chaired a number of committees of The Florida Bar Business Law Section, and currently serves as its Secretary/Treasurer. Michael is a Florida Supreme Court Certified Circuit Civil Mediator and is a member of the International Trademark Association's Panel of Mediators. He has been recognized by Best Lawyers® as "Lawyer of the Year" in Miami in Copyright Law (2013 and 2016) and in Intellectual Property Litigation (2014). Michael resides in Hollywood where he serves as Chairman of Aish South Florida.



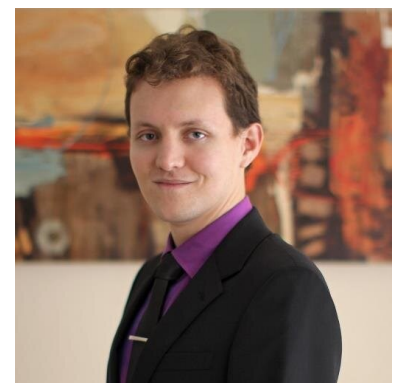
**Jeff Bartel** is a Partner on Berger Singerman's Government and Regulatory Team with his practice focused on land use and zoning, real estate development and finance, governmental and regulatory affairs, corporate governance and compliance, energy and utility, and private equity and venture capital issues. In business and in law, Jeff has transformed operations, improved business performance, and created value in dozens of companies and public sector entities. Jeff is recognized for his depth and breadth of expertise in management, public-private partnerships, regulatory and government affairs, external and public affairs, and operations – together with his extensive subject-matter knowledge of real estate and real estate finance, land use and development; corporate responsibility, compliance and governance; organizational leadership, innovation and change management; energy and electric utilities; and entrepreneurial ventures and capital markets. Jeff also heads a private equity and debt firm, Hamptons Group LLC, based in South Florida, focused on capital markets and a diversified class of traditional and alternative assets and venture-oriented investments.



**Brandon M. Esposito**

PMA Venture Capital Group, Associate & Acting General Counsel

As Director of Operations and Acting General Counsel for PMA Venture Capital Group, Brandon is involved at every stage of PMA's VC and real estate investment activities. His responsibilities include investment evaluation; deal-sourcing; deal structuring; drafting convertible debt and equity instruments; drafting corporate bylaws and LLC operating agreements; risk mitigation and asset protection; due diligence; corporate, IP, and regulatory filings; and direct operational management and oversight of PMA's portfolio companies.



**Professor Donna Litman**

Nova Southeastern University Shepard Broad College of Law, Professor of Law

Professor Donna Litman joined the full-time faculty in 1983 and has been a tenured full professor since 1988. She teaches in the areas of business planning, comparative law, estate planning, and tax law. Professor Litman serves as faculty advisor for the Jewish Law Students Association and the Transactional Law Practice Group and as co-advisor to The Real Property, Probate, and Trust Law Society at the College of Law. She also coaches student teams for transactional competitions, including the National Health Law Moot Court Competition and the National Transactional LawMeet. Professor Litman has presented at international and national conferences and authored and co-authored books, chapters, portfolios, articles, and newspaper columns.

**Dean Jon M. Garon**

Nova Southeastern University Shepard Broad College of Law, Dean and Professor of Law

Jon M. Garon is dean of Nova Southeastern University Shepard Broad College of Law. Dean Garon serves as chief academic officer for the law school, providing strategic leadership on programming, curriculum, enrollment management, marketing, and finance. He is a nationally recognized authority on technology law and intellectual property, particularly copyright law, entertainment and information privacy. His teaching and scholarship often focus on business innovation and structural change to media, education and content-based industries. He is the author of three books and numerous book chapters and articles, including *The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films* (A Cappella Books, 2d Ed. 2009); *Own It – The Law & Business Guide to Launching a New Business Through Innovation, Exclusivity and Relevance* (Carolina Academic Press 2007); and *Entertainment Law & Practice* (2d Ed. 2014 Carolina Academic Press). Additionally, he has presented at more than 60 forums across the U.S.

