

FOR IMMEDIATE RELEASE

For more information, contact:

Jessica R. Gagnon, Communications Specialist
Robinson & Cole LLP | (860) 541-2649, jgagnon@rc.com

Brian Moran Co-authors Antitrust Guidebook for Business Executives

STAMFORD, CT (March 13, 2014) – Antitrust compliance is complicated and nuanced, but “The Executive’s Antitrust Guide to Pricing: Understanding Implications of Typical Marketing, Distribution, and Price Practices” offers straightforward answers to the most-commonly asked pricing questions posed by executives and sales personnel. The typical resources available to business executives are academic in focus and written for antitrust practitioners. This first-of-its-kind guide, co-authored by Robinson & Cole lawyer Brian E. Moran and Baker Hostetler lawyer Lee H. Simowitz, is written for C-level executives, marketers, and sales people.

“This is really excellent and I definitely have not seen a useful business person’s primer like this in all of my 25 years of handling and training people on antitrust law and risks for in-house [counsel],” said Frank Judge, vice president, general counsel & secretary of Armored AutoGroup, Inc.

In-house counsel and marketing executives are challenged to obtain antitrust guidance in a timely and efficient manner. In undertaking this book, the authors sought to create a resource that allows a company to educate its marketing and sales people about antitrust compliance in a practical, understandable way.

“We want business people to be able to reference our book and quickly find a scenario similar to one they are facing and understand the associated antitrust implications,” said Mr. Moran.

Through hypothetical fact scenarios, Mr. Moran and Mr. Simowitz offer guidance on what can and cannot be done from an antitrust perspective. The book also serves as an invaluable compliance and training tool for in-house counsel in an era of increased enforcement of antitrust laws and the Foreign Corrupt Practices Act.

The book is available for preview and purchase on the [Thomson Reuters website](#).

[Brian E. Moran](#) is a partner at Robinson & Cole who handles a variety of commercial litigation matters, with an emphasis on antitrust, intellectual property, and licensing disputes. He counsels clients on antitrust compliance and marketing and distribution issues, including vertical price restraints, customer and territorial allocations, volume discounts, price discrimination, promotional allowances and incentives, resale price maintenance, refusals to deal and dealer terminations, exclusive dealing arrangements, and tie-ins. In addition to “The Executive’s Antitrust Guide to Pricing,” Mr. Moran also co-authored the book “e-counsel: The Executive's Legal Guide to Electronic Commerce.”

More about Robinson & Cole LLP

Robinson & Cole is an Am Law 200 firm with 200 lawyers in nine offices serving regional, national, and international clients, from start-ups to Fortune 500 companies. Since 1845, Robinson & Cole has expanded to meet the changing needs of clients. The firm represents corporate, governmental, and nonprofit entities, as well as individual clients, in a wide range of matters, including corporate; business and insurance litigation; tax and tax-exempt; finance; public finance; land use, environmental and utilities, and real estate; health law; labor, employment, and benefits; intellectual property and technology; and government relations. For more information, please visit www.rc.com.

###

1055 Washington Boulevard, Stamford, CT 06901