

EIGHTH ANNUAL TOBACCO PRODUCTS LIABILITY PROJECT CONFERENCE

AFTER CIPOLLONE: A Breath of Fresh Air for Tobacco Litigation and Regulation

November 6 - 8, 1992

**NORTHEASTERN UNIVERSITY SCHOOL OF LAW
BOSTON, MASSACHUSETTS**

AGENDA

FRIDAY, NOVEMBER 6

Location: Northeastern University Faculty Center, Kerr Hall, 96 The Fenway

6:30 p.m. *Registration and Cocktail Hour*
7:30 p.m. **OPENING DINNER**

Welcome and Introductions of Participants

SATURDAY, NOVEMBER 7: LITIGATION

Location: Northeastern University School of Law, 400 Huntington Avenue

8:45 - 9:15 *Registration and Continental Breakfast*
9:15 - 9:45 Introductory Remarks: The Cipollone Decision

Diele Daynard
Prof. Richard Daynard

MORNING: AVOIDING VICTIM-BLAMING

9:45 - 10:45 Micronite Filter Cases
10:45 - 11:30 Cigarette Fire Cases
11:30 - 11:45 *Coffee Break*
11:45 - 12:15 Economic Fraud Claims
12:15 - 12:45 The Alcohol Precedent: Brune v. Brown-Forman

Dan Childs
Daniel Childs, Esq.
Andrew McGuire
Andrew McGuire
Don Garner
Prof. Donald Garner
James Ragan
James Ragan, Esq.

12:45 - 2:00 **LUNCH**

AFTERNOON: PROVING FRAUD

2:00 - 2:30 Evidence of Fraud: How the CTR Worked
2:30 - 2:45 How the Smokeless Tobacco Council Worked
2:45 - 3:15 How the Industry Created Doubts,
"Controversies," and Rationalizations
3:15 - 3:30 *Break*
3:30 - 4:00 A History of Tobacco Marketing Strategies
4:00 - 5:00 Discussion

John Slade
John Slade, M.D.
Gregory Connolly
Gregory Connolly, M.P.H.
Ronald Davis
Ronald Davis, M.D.
Alan Blum
Alan Blum, M.D.

7:00 **DINNER** at the Northeastern University Faculty Center, Kerr Hall, 96 The Fenway

EIGHTH ANNUAL TOBACCO PRODUCTS LIABILITY PROJECT CONFERENCE

Page Two

SUNDAY, NOVEMBER 8: REGULATION

Location: Northeastern University School of Law, 400 Huntington Avenue

BREAKFAST BUFFET available throughout the morning

9:45 - 10:00	<i>Registration for New Participants</i>	
10:00 - 10:30	Joe Camel Research: Use of the Research and the Attack on the Researchers	J. DiFranza Joseph DiFranza, M.D.
10:30 - 11:00	Federal and State Regulation of Tobacco Products as Drugs	Scott Ballin, Esq.
11:00 - 11:15	<i>Break</i>	
11:15 - 12:30	Affirmative Disclosure Requirements after <i>Cipollone</i> : State and Local Marketing Restrictions International Perspectives	Prof. Edward Correia David Sweanor, Esq.
12:30 - 1:00	Discussion	
1:00	Concluding Remarks	Prof. Richard Daynard

**THIS CONFERENCE WAS SUPPORTED
BY GRANT NUMBER R13/CCR108241-01
FROM THE CENTERS FOR DISEASE CONTROL.**