

KENDALL C. REED, ESQ., LL.M.

Of Counsel with the firm of Monroe & Zinder, P.C., Los Angeles, California, focusing on neutral work, including mediations and arbitrations, business law, intellectual property law, and related litigation.

NEUTRAL PANELS:

Better Business Bureau Dispute Resolution – Auto Line Arbitrations
California Appellate Court for the Second Appellate District
Institute for Conflict Management
International Chamber of Commerce Court of Arbitration
Kaiser Permanente Arbitration Panel
Los Angeles County Superior Court
NASD Dispute Resolution Arbitration Panel
National Arbitration Forum
United States District Court, Central District of California

EDUCATION:

2004: LL.M. in Dispute Resolution, Pepperdine University School of Law, The Straus Institute for Dispute Resolution, including externships with the World Health Organization, Geneva, Switzerland, and the Federal Aviation Administration, Washington, D.C.

1983: JD, University of Southern California School of Law.

1979: BA in Philosophy and Psychology, University of California at San Diego, including studies at University of California Berkeley and Pembroke College, Cambridge, England.

PROFESSIONAL EXPERIENCE:

Currently: Of Counsel, Monroe & Zinder, P.C., Los Angeles, California.

1994-2003: General Counsel for New Hampshire Ball Bearings, Inc., a \$150 million/1800 employee manufacturer of bearings and antifriction devices for the aircraft, marine, and machine tool industries with factories in California (one) and New Hampshire (two).

2001-2003: Director of Intellectual Property for NMB (USA) Inc., a \$500 million holding company of various sales and manufacturing companies in the United States (including New Hampshire Ball Bearings, Inc.).

1992-1994: Associate General Counsel for NMB (USA) Inc.

1990-1992: In-house Counsel for Herbalife International, Inc.

1988-1990: Solo practice.

1985-1988: Associate General Counsel for Herbalife International, Inc., a multilevel marketing company selling diet and cosmetic products.

1982-1985: Litigation Associate with Bolton, Dunn & Moore, a firm specializing in insurance defense and insurance coverage.

In the foregoing positions my responsibilities included primary work, selection and oversight of outside counsel, strategic planning, compliance efforts, risk management and counseling of senior management, all with respect to the full panoply of legal subjects facing privately held mid-sized companies, including without limitation civil litigation, general transactional work, government contracts, employment and labor law, intellectual property law, insurance coverage and claims, import/export law, and FDA and FAA law.

SPEAKING EXPERIENCE:

2005: The Society of Women Engineers Sonora Regional conference, "Conflict Management and Communication," San Diego, California.

2004: Lee, Hecht, Harrison Entrepreneurial Forum, "Negotiation Basics for Success."

2003: University of Southern California Corporate Counsel Institute, "Intellectual Property 101," Los Angeles, California.

2003: The Society of Women Engineers Sonora Regional conference, "Communication and Conflict in the Workplace," San Luis Obispo, California.

2002: Association for Conflict Resolution national conference, "The Systemic Sources of Conflict Within our Private Health Care System," San Diego, California.

2001: New York Bar Association Intellectual Property Section yearly conference, "Implications of the *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.* Decision on Patent Practice: The In-house Perspective," Lake George, New York.

1999 - 2000: Gorham Advanced Materials, Inc.'s international conferences "PMA and Spare Parts," "Intellectual Property Rights and FAA PMA Requirements" and "How to Establish an IP Program for Your Company," San Antonio, Texas, and Atlanta, Georgia.

PROFESSIONAL ASSOCIATIONS:

International:

Member of the Chartered Institute of Arbitrators (London)

National:

American Bar Association
Association for Conflict Resolution

State:

California Bar Association
California Dispute Resolution Council
Southern California Mediation Association

Local:

Los Angeles County Bar Association:
Dispute Resolution Services, Inc., Board of Directors