1:30-2:45pm Useful Life Determinations in the Context of Intangibles Analysis
   Douglas Cronin, Boston Scientific
   Mike Heimert, Ceteris
   Robert Kirschenbaum, Miller & Chevalier
   Charles Larson, Internal Revenue Service
   Irv Plotkin, PriceWaterhouseCoopers
2:45-3:00pm Coffee Break.................................................................Atrium
3:00-5:00pm Different Perspectives About Pricing Guarantee Fees
   Sherif Assef, Ceteris
   Robert Clair, KPMG
   Chris Faiferlick, Ernst & Young
   Richard Goldberg, Citigroup
   Thomas Horst, Horst Frisch
   John Magee, Bingham McCutchen
   Kathryn O’Brien, General Electric
5:00-6:00pm Networking Reception.....................................................Atrium
Dear Colleague,

Welcome to NABE's first Transfer Pricing Symposium!

Please join me in thanking the chairs of NABE's Transfer Pricing Symposium, Karen Kirwan of Ernst & Young and Jill Weise of Ceteris, and their outstanding committee of Cesar Borja, Amy Friedham, Kelly Hales, and Gene Tien for their excellent work in organizing this program. We also acknowledge the generous support of the Symposium sponsors, exhibitors, and advertisers.

If you have not done so already, please consider joining NABE and volunteering to help lead NABE's Transfer Pricing Roundtable. In addition to hosting this Symposium, the Roundtable conducts frequent webinars and teleconferences on topics in transfer pricing, which I am certain you will find rewarding.

For your convenience, all presentations are available online at: nabe.com/transfer2011/sessions.html. To help us plan future events, please be sure to return the appraisal form at the program’s conclusion on Wednesday afternoon. We very much appreciate your feedback.

Thank you for attending.

Richard Wobbekind, President, National Association for Business Economics

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**Tuesday, July 26**

**NOTE:** All sessions will take place in Grand Ballroom B, unless otherwise noted

2:00-6:30pm Registration Open.............................................................Atrium

2:30-3:45pm Seminal Court Cases and Their Impact on Transfer Pricing Practice and Procedure

   Rocco Femia, Miller & Chevalier
   John Magee, Bingham McCutchen
   Irv Plotkin, PriceWaterhouseCoopers

4:00-5:00pm Use of Statistics in Transfer Pricing: A Primer

   Mark Bronson, Ceteris
   Perry Urken, The Ballentine Barbera Group, A Charles River Associates Company

5:00-6:15pm Cocktail Reception..........................................................Atrium

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**Wednesday, July 27**

7:00-7:45am Registration & Continental Breakfast...............................Atrium

Sponsor: PriceWaterhouseCoopers

8:00-8:15am Welcome & Introduction

8:15-10:00am Issues Surrounding the Use of Discount Rates in Transfer Pricing Analysis

   Mark Bronson, Ceteris
   Brian Cromwell, Ernst & Young
   Michael McDonald, US Department of Treasury
   Tim Reichert, Duff & Phelps
   Kelly Russell, Electronic Arts
   John Wills, Wills Consulting

10:00-10:30am...............................................................Networking Break

Sponsor: RoyaltyStat

10:30-11:45am Pricing Considerations Associated With Embedded Intangibles

   Katherine Amos, Tyco
   Russ O'Haver, Ernst & Young
   Rob Plunkett, Deloitte
   Craig Sharon, Bingham McCutchen

11:45-1:15pm Symposium Luncheon and Keynote Address..................Grand Ballroom A

   Samuel Maruca, Transfer Pricing Director, Internal Revenue Service

Sponsor: Duff & Phelps

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