



Legal Services as Products: How to Use Product-Development Tools to Design and Sell Legal Work

Tuesday,
October 3, 2017
3:00 – 5:00 p.m.

World Trade Center, Oregon
Room, Building 2,
26 SW Salmon, Portland

Registration forms with
payment must be received by
the MBA office by
October 2.

*The MBA will apply for two
hours of OSB MCLE credit.
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Registrants who miss the
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fee. Accommodations
available for persons with
disabilities; please call in
advance for arrangements.*

In this session you will learn how modern law firms are borrowing from product development and design thinking to create packaged legal services that drive client value and increase firm profit. As part of this hands-on workshop, you'll receive a copy of the Practice Model Canvas and use it to prototype your own productized legal service. The presenters are attorneys **Alix Devendra** and **John Grant**, both of Start Here HQ and **Kimberly Pray**, Catalyst Law LLC. Previously, Alix practiced labor and employment law in San Francisco. John previously had a three-person boutique IP firm that was paperless, cloud-based, and used alternative fee arrangements. Kimberly will speak about how she has incorporated product development tools into her legal practice, which includes taxation, estate planning, and trust and estate administration.

For more information: Call Kristen Hilton, Sussman Shank at 503.243.1654. For registration questions, contact the MBA at 503.222.3275.

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