

# **"Commercially Reasonable or Best Efforts: How Do the Standards Impact Your Contract?" Navigating the Trends in Commercial Contracting by WSAA-CLE and IACCM**

Speaking engagement  
October 4, 2018  
Seattle

Event Sponsor: Washington State Bar Association CLE & International Association for Contract & Commercial Management

## **Related Services**

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On October 4, 2018 at WSBA CLE's education program, "Navigating the Trends in Commercial Contracting," Ada Danelo will discuss the differences between "commercially reasonable," "best efforts" and similar terms; various jurisdictions' interpretations of these terms; and alternatives in contract drafting and negotiating to avoid ambiguity.

### Time:

Thursday, October 4, 2018 | 8:25 a.m. to 4:15 p.m.

### Location:

The Conference Center at the WSBA Offices  
1325 4th Ave., 6th floor, Seattle, WA 98101-2539

### Registration:

Register on [WSBA's website](#).

### About the program:

Several big trends are converging to reshape commercial contracting! This day-long education program hosted by WSBA-CLE and co-sponsored by the International Association for

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Contract & Commercial Management (IACCM) will address three of those trends:

Global regulation in the form of the EU's General Data Protection Rights laws

Increasing reliance on high-risk, high-value contracts between companies

Emergence of "simplified English" contracts

We will also examine drafting and negotiation techniques for IP clauses, and the duty to be forthright in negotiations, and will re-examine commercial standards.

As a co-sponsor, the IACCM will have a member and nonmember meeting during lunch, included in your tuition. Jim Bergman, IACCM Vice President, will facilitate the luncheon.