



KENDALL C. REED, ESQ.

Mediator/Arbitrator

As a neutral, Kendall C. (Ken) Reed is known for his warm, relaxed style, his professionalism, his tenacity, his insight into the critical aspects of a dispute, his creativity, and his persuasiveness. As an attorney, his scope of experience is unusually broad, and includes litigating intellectual property and personal injury cases in state and federal courts, as well as transactional work and employment law disputes. Mr. Reed served as the General Counsel for a manufacturing company with significant government contracts, and as Director of Intellectual Property for the North American operations of a large Japanese manufacturing company.

PRACTICE AREAS

Intellectual property, contracts, UCC article 2 in the manufacturing arena, employment, insurance coverage, personal injury, products liability, commercial leases, estates and trusts.

CONFLICT RESOLUTION EXPERIENCE

Ken Reed has been practicing as a neutral for more than 10 years. During that time he has successfully handled hundreds of mediations and arbitrations involving federal copyright and trademark infringement; state trade secret violations; sexual harassment, discrimination, wrongful termination, and wage and hour violations; breach of supply contracts; first and third party coverage disputes and bad faith; consumer debt breaches of contract; domain name disputes under the Uniform Domain Name Dispute Resolution Policy; breach of fiduciary duty and breach of contract as between members of an LLC; breach of commercial leases; breach of fiduciary duty, fraud, and breach of contract as between security industry registered persons and entities and their customers; and wrongful death and personal injury arising from products, premises liability, and auto accidents.

Recently Mr. Reed was invited to be on the inaugural panel for the Los Angeles Superior Court's early neutral evaluation program.

ORGANIZATIONS & ACHIEVEMENTS

- ABA Section of Dispute Resolution and the Corporate ADR Committee
- ADR Committee of the Business Law Section of the California Bar Association
- Association for Conflict Resolution
- Association of Business Trial Lawyers, Los Angeles
- Chartered Institute of Arbitrators, Fellow, Member of the Board of Directors of the North American Branch, and Chairman of the Southern California Chapter
- Frequent speaker on ADR subjects.

EDUCATION & TRAINING

- LL.M. (2004), Pepperdine Law School
- J.D. (1983), University of Southern California Law School
- B.A. (1979), University of California San Diego
- Numerous advanced seminars on all aspects of ADR

Mr. Reed is available throughout Southern California.



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