

MEDIA ALERT
January 7, 2010

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FOR IMMEDIATE RELEASE

**UNIVERSITY OF ROCHESTER TALK ON
'UNDERSTANDING CAPITAL STRUCTURE'**

– Free Lecture for Inventors, Researchers, and Entrepreneurs –

WHAT: Steven R. Gersz, partner with Underberg & Kessler, LLP, will give a talk called “Understanding Capital Structure” on Thursday, January 14, 2010 from 9 to 10 a.m. at the University of Rochester School of Medicine and Dentistry. **Free and open to the public**, this talk will discuss concepts such as sources of capital, debt vs. equity, types of debt, common vs. preferred stock, and hybrid securities. Refreshments will be provided.

This lecture is part of the F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series and is sponsored by the University’s Offices of Technology Transfer and the Center for Entrepreneurship.

Pre-registration required: 585.784.8856 or david_englert@urmc.rochester.edu

WHO: Speaker: Steven R. Gerz is Chair of Underberg & Kessler’s Corporate & Business Practice Group, and also works in the areas of Health Care and Technology & New Media. Steve is the author of the 2010 *LexisNexis® AnswerGuide™: New York Business Entities*. He is also an editorial board member and revision author for *White New York Business Entities*, a law treatise that provides an in-depth statutory and case law analysis of New York State Business Corporation Law, Limited Liability Company Law, Partnership Law, and Not-for-Profit Corporation Law.

WHEN: Thursday, January 14 from 9 to 10 a.m.

WHERE: Class of ’62 Auditorium (CC G-9425)
University of Rochester School of Medicine and Dentistry
601 Elmwood Ave., Rochester, N.Y.
Parking is available, for a slight fee, in the Kornberg Lot or in the parking ramp

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