



MEDIA ALERT  
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**FOR IMMEDIATE RELEASE**

**UNIVERSITY OF ROCHESTER TALK COVERS  
'STRUCTURING AND FUNDING YOUR NEW COMPANY'**

*- School of Medicine and Dentistry Hosts Free Entrepreneurship Lecture -*

**WHAT:** Three attorneys from Boylan Brown will discuss "Structuring and Funding Your New Company" at the University of Rochester School of Medicine and Dentistry on Jan. 8 at 9 a.m. **Free and open to the public**, this talk 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 Center for Entrepreneurship. Refreshments will be provided.

**Pre-registration required:** 585.784.8856 or [david\\_englert@urmc.rochester.edu](mailto:david_englert@urmc.rochester.edu).

**WHO:** Speakers:

- Larry Kallaur, JD, associate, Boylan Brown  
Kallaur's area of practice is concentrated on the representation of public companies in connection with private and public securities offerings. He has represented private equity sponsors, venture capital funds, mezzanine lenders and operating companies at various stages of development.
- Jason Kiefer, JD, associate, Boylan Brown  
Kiefer's practice focuses on Mergers & Acquisitions, Corporate Finance, Commercial Law, and General Business and Corporate Law. Within these areas of focus, he represents start-up and established companies regarding a broad range of issues.
- Bill Reeves, JD, partner, Boylan Brown  
Reeves specializes in securities, business and venture financing, where he represents both emerging companies and investors.

**WHEN:** Thursday, January 8, 2009 from 9 to 10 a.m.

**WHERE:** LeChase Assembly Hall (G-9576)  
University of Rochester School of Medicine and Dentistry  
601 Elmwood Ave., Rochester, N.Y.  
**Attendees are responsible to pay for their own parking.**  
Parking is available in Kornberg Lot (425 Elmwood Ave., Rochester, N.Y.).

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