OVER 50% OF O'NEIL, CANNON, HOLLMAN, DEJONG AND LAING ATTORNEYS RECOGNIZED ON SUPER LAWYERS 2010 LIST

Fifteen attorneys from O'Neil Cannon have been selected for inclusion on the Wisconsin *Super Lawyers* 2010 list.

Super Lawyers is a peer-nominated award that recognizes the top 5% of outstanding attorneys across the state of Wisconsin. The *Super Lawyers* are selected using a rigorous, multiphase rating process. Peer nominations and evaluations are combined with third party research, and each candidate is evaluated based on 12 indicators of peer recognition and professional achievement.

Super Lawyers:

- James G. DeJong
- Seth E. Dizard
- Peter J. Faust
- John G. Gehringer
- Dean P. Laing*
- Gregory W. Lyons
- Patrick G. McBride
- Steven J. Slawinski

Rising Stars:

- Timothy C. Caprez
- Gregory S. Mager
- Chad J. Richter
- John R. Schreiber
- Robert J. Tess

**Top 50 Super Lawyers Recipient*

ATTORNEY CHAD RICHTER PRESENTS AT LEE HECHT HARRISON SEMINAR

Attorney Chad J. Richter will be giving a presentation on Monday, April 12th at Lee Hecht

Harrison located at 10000 Innovation Drive, Suite 100, in Milwaukee. The seminar is for displaced senior executives interested in getting into their own venture by purchasing a business or franchise, and discusses the various issues they may encounter along the way. Chad will be presenting with a group of panelists, in other professional services areas, and will focus on some of the key legal issues one faces when purchasing a business or franchise.

OCHD ELECTS CHAD J. RICHTER AS SHAREHOLDER

O'Neil Cannon is pleased to announce that Attorney Chad Richter has recently been elected as a shareholder of the firm. He will continue his practice working on corporate and business law matters, including the structuring, acquisition and sale of businesses under operating and purchase agreements, as well as providing assistance on various business contracts and certifications. Attorney Richter will continue serving clients operating under franchise, dealership and agency arrangements.

O'Neil Cannon, founded in Milwaukee in 1973, is a full-service legal practice that primarily focuses on providing business law and civil litigation services to closely-held businesses and their owners. The firm represents corporations, institutions and partnerships at all stages of the business life cycle, helping them start, grow and transition from one generation to the next. OCHD also assists business owners with their personal legal needs including tax and estate planning, family law and litigation – including personal injury litigation.

SIXTEEN OCHD ATTORNEYS AWARDED WITH SUPER LAWYERS DESIGNATION

Sixteen attorneys from O'Neil Cannon have been selected for inclusion on the Wisconsin *Super Lawyers* 2009 list.

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Super Lawyers:

- James G. DeJong
- Peter J. Faust
- John G. Gehringer
- Grant C. Killoran
- Dean P. Laing*
- Gregory W. Lyons
- Patrick G. McBride
- Steven J. Slawinski

Rising Stars:

- Timothy C. Caprez
- Seth E. Dizard
- Gregory S. Mager
- Chad J. Richter
- John R. Schreiber
- Robert J. Tess

**Top 50 Super Lawyers Recipient*

SUPER LAWYERS RECOGNIZES OCHD ATTORNEYS AMONG WISCONSIN'S TOP 5%

Milwaukee, WI (November) – Several attorneys from the law firm of O'Neil Cannon have been selected for inclusion in the 2008 Wisconsin *Super Lawyers* and *Rising Stars* lists. Attorneys recognized by *Law and Politics* include Jim DeJong, Dean Laing, Peter Faust, Patrick McBride and Randy Nash. Rising Star honors go to Seth Dizard, Chad Richter, John Schreiber and Bob Tess.

Only 5 percent of the licensed active attorneys in each state are named to the *Super Lawyers* list. In states where Rising Stars is published, no more than 2.5 percent are named. As part of the rigorous multi-step selection process, each candidate is evaluated based on 12 indicators of peer recognition and professional achievement. The objective of the Super Lawyers selection process is to create a credible, comprehensive and diverse listing of outstanding attorneys that can be used as a resource to assist attorneys and sophisticated consumers in the search for legal counsel.

CHAD RICHTER TO PRESENT “HOW TO BEGIN THE BUSINESS ACQUISITION/SALE PROCESS”

On Wednesday, April 9, 2008, Chad J. Richter will be presenting “How to Begin the Business Acquisition/Sale Process.” Mr. Richter will also discuss the effective use of Term Sheets and Letters of Intent in business transactions; including key legal components, misconceptions and pitfalls of these documents. The presentation is taking place at Cornerstone’s M&A Alliance Event from 7:30 a.m. – 9:30 a.m. at the Country Springs Hotel in Waukesha.

Mr. Richter is an attorney with the law firm of O’Neil Cannon He assists clients with a variety of corporate and business law matters such as the formation and organization of various types of business entities under operating, shareholder, and subscription agreements, including the preparation of financial and disclosure documentation. Chad concentrates his practice on the structuring of business relationships under franchise, licensing, and distribution arrangements, and has worked with numerous franchise and dealership models, representing both franchisors/grantors and franchisees/dealers.

O’Neil Cannon is a full-service legal practice with offices in Milwaukee, Port Washington and Sheboygan. Founded in 1973, the firm focuses its practice on corporate law, estate and succession planning, real estate and construction, municipal law and civil litigation.

OCHD ATTORNEYS TO PRESENT “LEGAL ENTITIES AND INTELLECTUAL PROPERTY” AT UW MILWAUKEE

Milwaukee, Wisconsin (October 9, 2007) – Attorneys Angela Campion and Chad Richter will present, “Legal Entities and Intellectual Property” at Fast Trac New Venture programs held at the UW Milwaukee Small Business Development Center on October 9 and October 18, 2007. The session will cover key legal considerations for standard business entities (sole proprietorship, general partnership, corporation, limited partnership, LLP, and LLC), how to protect intellectual property (patents, trademarks, copyrights, licenses), using an intellectual property attorney, and tips for entrepreneurs to protect proprietary interests.

The Fast Trac New Venture Program is a program sponsored by the School of Continuing

Education at the University of Wisconsin, Milwaukee. The program is designed to help participants explore entrepreneurship, develop a business concept, and write a business plan.

O'Neil Cannon is a full-service legal practice focusing on business law, estate planning, and major complex litigation with offices in Milwaukee, Port Washington, and Sheboygan. The firm was established in 1973 and is now listed as one of the Milwaukee-area's largest law firms.

CHAD RICHTER TO PRESENT "THE BASICS OF FRANCHISING"

Milwaukee, Wisconsin (September 7, 2007) – On October 5, 2007, Attorney Chad J. Richter will discuss "The Basics of Franchising" at a franchise seminar presented by the UWM Small Business Development Center.

The seminar will focus on entrepreneurship through franchising. Other speakers include a franchise consultant and a current franchise owner.

Chad Richter is an attorney with the law firm of O'Neil Cannon Chad assists clients with a variety of corporate and business law matters such as the formation and organization of various types of business entities under operating, shareholder, and subscription agreements, including the preparation of financial and disclosure documentation. Chad has focused his practice on the structuring of business relationships under franchise, licensing, and distribution arrangements, and has worked with numerous franchise and dealership models, representing both franchisors/grantors and franchisees/dealers.

The UWM – Small Business Development Center (SBDC) is a department of the University of Wisconsin – Milwaukee that works with new entrepreneurs to turn ideas into viable business concepts, and with established entrepreneurs to improve business performance.. For more information, visit www.uwm.edu.

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CHAD RICHTER TO PRESENT “THE BASICS OF FRANCHISING”

Milwaukee, Wisconsin (May 16, 2007) – On June 7, 2007, Attorney Chad J. Richter will present “The Basics of Franchising” at a franchise seminar co-hosted by the International Franchise Association (IFA), the Milwaukee Urban League, and the Urban Entrepreneur Partnership.

The seminar, to be held at Cardinal Stritch University, will focus on entrepreneurship through franchising. Other speakers will be Congresswoman Gwen Moore, Milwaukee Mayor Tom Barrett, Motivational Speaker Les Brown, local franchisees, an IFA representative, and franchisor agents.

Chad Richter is an attorney with the law firm of O’Neil Cannon Chad assists clients with a variety of corporate and business law matters such as the formation and organization of various types of business entities under operating, shareholder, and subscription agreements, including the preparation of financial and disclosure documentation. Chad has focused his practice on the structuring of business relationships under franchise, licensing, and distribution arrangements, and has worked with numerous franchise and dealership models, representing both franchisors/grantors and franchisees/dealers.

The International Franchise Association is an organization dedicated to protecting, enhancing, and promoting franchising worldwide. IFA is the official “Spokesperson for Responsible Franchising.” Franchisors join for the legislative, educational and networking benefits available as an IFA member. IFA’s government and public relations programs are designed to educate and influence public policy makers, and to reduce or eliminate regulations that threaten responsible franchise development. For more information, visit www.ifa.com.

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