

## USSLIFTCM TALKING POINTS (for Law Firm Sales Force)

### 1) *Standard introductions*

2) *I believe that [Name of Firm] has numerous clients engaging in corporate financing, M&A and/or financial services. Are your attorneys interested in a resource that will help them address their clients' securities law compliance needs and keep them up-to-date on all key regulatory developments? How do the attorneys in your firm stay current on new securities regulations and disclosure requirements?*

- *U.S. Securities Law for International Financial Transactions and Capital Markets* is the leading publication providing guidance for securities, corporate finance, M&A, capital markets and financial services regulation.
- There is no other resource like *U.S. Securities Law for International Financial Transactions and Capital Markets*. It has been **THE** indispensable resource used by law firms and their attorneys--as well as regulators--for over 25 years.
- Written by practitioners for practitioners, *U.S. Securities Law for International Financial Transactions and Capital Markets* includes the most comprehensive and practical guidance available covering both the U.S. securities law and their cross-border/international aspect for attorneys to advise clients on meeting regulatory requirements and to help their clients resolve day-to-day legal issues.
- *U.S. Securities Law for International Financial Transactions and Capital Markets* is an essential part of any law firm library as well as the personal library of any attorney practicing in this area.

3) *Did you know that cross-border transactions have risen tremendously in corporate finance and M&A in recent years, so much so that now every securities law practitioner confronts difficult complex issues involving some cross-border/international aspects every week? Did you know that during the past few years Congress and the SEC have made some of the most significant changes to regulations and disclosure requirements in this area than over the last 25 years?*

- *U.S. Securities Law for International Financial Transactions and Capital Markets* includes up-to-date coverage of the latest key regulatory changes and disclosure requirements.

- ***U.S. Securities Law for International Financial Transactions and Capital Markets*** includes tips on complying with the various new laws and requirements.

5) ***Have your attorneys been kept up with the rules for public offerings and private placement and their cross border aspects?***

6) ***Have your attorneys followed the latest regulatory guidance on Regulation S?***

7) ***Do your attorneys keep up with listing requirements, public company reporting or corporate governance requirements?***

8) ***Do your attorneys keep up with the latest in M&A regulation?***

9) ***Among the many key areas covered at length in U.S. Securities Law for International Financial Transactions and Capital Markets are:***

- Corporate finance, including public offerings and private placements
- U.S. listing requirements, public company reporting and related financial statement and accounting issues
- Global offerings
- M&A, including shareholder reporting, tender offers, mergers and other business combinations
- MJDS with Canada
- Broker-dealer and investment adviser regulation
- Latest trends and developments

10) ***Does your firm have international offices and/or is it interested in building its international practice?***

- By providing key expertise to your attorneys, whether located in the U.S. or outside of it, ***U.S. Securities Law for International Financial Transactions and Capital Markets*** can help your firm both serve the needs of current clients as well as become one of the “go to” law firms for foreign advisers.

## USSLIFTCM TALKING POINTS (for Corporate Sales Force)

### 1) *Standard introductions*

2) *I believe that [Name of Company] is a company performing securities work and nowadays that will probably [or invariably] involve both U.S. and international aspects. Are your people interested in a resource that will help them address their securities law compliance needs and keep them up-to-date on all key regulatory developments and decrease your overall compliance costs?*

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- There is no other resource like *U.S. Securities Law for International Financial Transactions and Capital Markets*. It has been **THE** indispensable resource used by law firms and their attorneys--as well as regulators--for over 25 years.
- Written by practitioners for practitioners, *U.S. Securities Law for International Financial Transactions and Capital Markets* includes the most comprehensive and practical guidance available covering both the U.S securities law and their cross-border/international aspect for attorneys to advise clients on meeting regulatory requirements and to help their clients resolve day-to-day legal issues.
- *U.S. Securities Law for International Financial Transactions and Capital Markets* is an essential part of any securities law library as well as the personal library of any attorney working in this area.

3) *Did you know that cross-border transactions have risen tremendously in corporate finance and M&A in recent years, so much so that now every securities law practitioner confronts difficult complex issues involving some cross-border/international aspects every week? Did you know that during the past few years Congress and the SEC have made some of the most significant changes to regulations and disclosure requirements in this area than over the last 25 years?*

- *U.S. Securities Law for International Financial Transactions and Capital Markets* includes up-to-date coverage of the latest key regulatory changes and disclosure requirements.
- *U.S. Securities Law for International Financial Transactions and Capital Markets* includes tips on complying with the various new laws and requirements.

4) *Do you keep up with the rules for public offerings and private placement and their cross border aspects?*

6) *Do you follow the latest regulatory guidance on Regulation S?*

7) *Do you keep up with listing requirements, public company reporting or corporate governance requirements?*

8) *Do you keep up with the latest in M&A regulation?*

9) *Among the many key areas covered at length in U.S. Securities Law for International Financial Transactions and Capital Markets are:*

- Corporate finance, including public offerings and private placements
- U.S. listing requirements, public company reporting and related financial statement and accounting issues
- Global offerings
- M&A, including shareholder reporting, tender offers, mergers and other business combinations
- MJDS with Canada
- Broker-dealer and investment adviser regulation
- Latest trends and developments

9) *Does your company incur significant legal fees and expenses in meeting regulatory obligations?*

- *U.S. Securities Law for International Financial Transactions and Capital Markets* can help you handle the vast majority of your day-to-day legal issues at substantial savings. For those who use it regularly, *U.S. Securities Law for International Financial Transactions and Capital Markets* can save over 10, 20, 30 or more times in legal fees and expenses.
- Where outside counsel is needed, *U.S. Securities Law for International Financial Transactions and Capital Markets* can still save substantial time and expense by helping your company narrow and focus the work of counsel.