



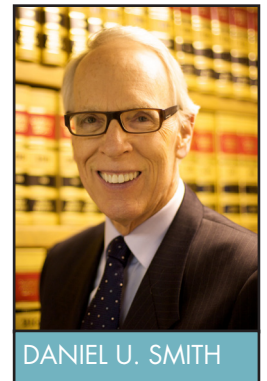
The Bar Association of San Francisco presents

# PERSUASIVE LEGAL WRITING

SPEAKER

**DANIEL U. SMITH**

Certified Appellate Specialist



DANIEL U. SMITH

Write motions and briefs that capture the court's attention. Persuade a busy judge by writing with brevity, simplicity, clarity, and honesty. Learn and apply over 70 tips to help you:

- Write shorter briefs more easily and more quickly
- Enhance your stature in the eyes of the court
- Please your client
- Increase your chances of winning

Special attention will be given to law and motion briefs, including summary judgment.

Daniel U. Smith is a Certified Appellate Specialist and belongs to the California Academy of Appellate Lawyers. This course draws on Smith's 35 years of civil appellate practice at all levels of federal and state courts. Smith served on the Judicial Council's Task Force on Jury Instructions - Civil Subcommittee, which in 2003 issued a new set of instructions (CACI) in plain English.

## TUESDAY, SEPTEMBER 17, 2013

BASF Conference Center, 301 Battery Street, 3rd Floor

\$75 BASF Members, Government and Nonprofit Attorneys • \$90 Others • \$65 BASF Law Student Members  
(BASF Members: Be sure to login in to get your discounts!)

MCLE and Legal Specialization Credit in Appellate: 3 Hours  
MCLE Registration: 8:30 - 9:00 a.m. • MCLE Program: 9:00 a.m. - 12:15 p.m.  
Event Code: G131613 • A continental breakfast provided.

EVENT CODE: \_\_\_\_\_ MAKE CHECKS PAYABLE TO **BASF**. EVENT DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

BASF ID: \_\_\_\_\_ STATE ID: \_\_\_\_\_

FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

MAIL TO: **Continuing Legal Education • The Bar Association of San Francisco**  
301 Battery Street • San Francisco, CA 94111

Credit Card (check one):  Visa  Mastercard  American Express

# \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

Fax to **415.477.2388** or register online at **www.sfbar.org**



online CLE [www.sfbar.org/online-cle](http://www.sfbar.org/online-cle)

### SPECIAL INFORMATION

- \* To receive MCLE credit, you must sign in during the designated period.
- \* Refunds will be given up to 48 hours in advance, less a \$5 handling fee.
- \* All prices increase \$10 on the day of the program.
- \* This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.
- \* People with disabilities should contact BASF regarding reasonable accommodations.