

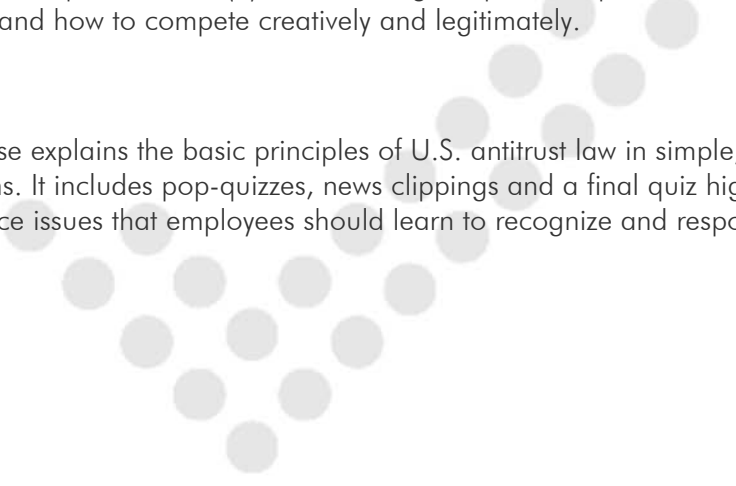
## *Antitrust Basics*

As the complexities of the business world multiply, so do potential antitrust problems for a business enterprise up and down its organizational chain. An intricate web of federal, state and international statutes and regulations poses significant dangers for both intentional and inadvertent antitrust violations — organizations are fined, mergers and acquisitions are thwarted, enormous litigation costs pile up, and people go to jail. Just as important, organizations and their employees become afraid to be inventive, aggressive and competitive in completely legitimate ways.

Thus, it is crucial that organizations train their employees on the basic what, why and how of antitrust enforcement: (1) what are the basic legal principles, and what problems can occur in the real world in dealings with colleagues, customers, competitors, suppliers and business partners; (2) why is compliance with antitrust law important to your organization's business goals and the free-enterprise system in general, and why avoiding violations and civil and criminal penalties is so important; and (3) how to recognize potential problems and deal with them appropriately, and how to compete creatively and legitimately.

### Course Summary

This 40-minute course explains the basic principles of U.S. antitrust law in simple, understandable terms. It includes pop-quizzes, news clippings and a final quiz highlighting real-world compliance issues that employees should learn to recognize and respond to appropriately.



## *Antitrust Basics (cont'd.)*

The topics covered in the course include —

- Overview of U.S. antitrust law
- Recognizing "red flags"
- Relationships with competitors
- Price-fixing
  - Allocating markets or customers
  - Boycotts
  - Other improper competitor contacts
  - Price-related restrictions
  - Geographic or customer restrictions
- Relationships with customers
  - Exclusive dealing
  - Tying
  - Reciprocal dealing
  - Dual Distribution
- Mergers and acquisitions
  - Pre-merger reporting
  - Pre-closing sharing of information
- Monopolistic behavior
  - Predatory pricing
  - Refusals to deal
- Price discrimination
  - Meeting competition
  - Promotional services
- Exemptions from the antitrust laws
  - Lobbying activities
  - Labor-related activities
  - State action
  - Regulated industries
- Special industries
  - Insurance
  - Healthcare
- Antitrust in other contexts
  - Government contracting
  - Foreign trade