



Max Factor III, Esq.

T: 310.203.8200
F: 310.203.8211

A fulltime mediator since 1999, Max Factor III specializes in cases involving: Consumer Torts, Unfair Business Practices, Professional Malpractice, Intellectual Property, Entertainment disputes, Employment & Workplace Claims, Partnership Dissolution, Construction Defects, Real Estate Sales, Leasing & Development and many more.

Max Factor III became a full-time neutral after a legal career of more than three decades. He spent his first nine years as an attorney in public service, with the California Law Center and then as a Los Angeles Deputy City Attorney. This was followed by 22 years in private practice, successfully negotiating with companies such as: Ryder Systems, Hughes Aircraft, Coldwell Banker, Irvine Company (real estate), Polaroid, Pacific Theatres, Gucci America, Credit Lyonnais (corporate), Scudder Investments, Flying Tiger, Kayser Roth, Hilton Hotels, and Xerox (employment). As a mediator, Max works closely with legal counsel to craft solutions that will satisfy the important interests of the litigants and of their counsel.

EDUCATION:

- Harvard College, 1966: B.A. Economics - Magna Cum Laude
- Yale Law School, 1969: J.D. - Yale Law Journal 1967-69
- US Court of Appeals (6th Circuit) - Hon. Anthony J. Celebrezze, Law Clerk, 1969-1971

ADR EXPERIENCE:

(1999 - Present) Mediator, Arbitrator, Special Master/Discovery Referee

AREAS OF EXPERTISE:

Anti-Trust, Appellate, Arts, Banking & Finance, Civil Rights, Class Actions, Commercial/Business, Community Associations, Condominiums, Construction, Consumer Fraud, Contract Disputes, Cross Cultural, Debt/Foreclosure, EEOC, Education, Employment, Entertainment Sector, Environmental, Family Businesses, Franchise, Health Care, Industrial, Insurance, Intellectual Property, Land Use/Planning, Landlord/Tenant, Legal Malpractice, Local Government, Media & Communications, Medical Malpractice, Non-profit Organizations, Nursing Homes, Partnerships, Personal Injury, Pharmaceuticals, Premises Liability, Probate, Product Liability, Professional Fees, Professional Liability, Professional Malpractice, Professional Negligence, Real Estate, Religious Institutions, Technology, Torts, Transportation, Trusts / Estates, Utilities

Max Factor III, Esq. | page 2 of 3

ADR TRAINING:

Mediation:

Basic Mediation Training. Los Angeles County Bar Association, certificated by DRS, 2000.
Mediation, the Art of Facilitating Settlement. Pepperdine University School of Law, Straus Institute for Dispute Resolution: interactive, certificated training, 2000.

Masters Forum. Pepperdine University School of Law, Straus Institute for Dispute Resolution.

Transformative Mediation. Institute for the Study of Conflict Resolution, New York, on Pepperdine Campus, 2001.

Advanced Mediation Skills. Pepperdine University School of Law, Straus Institute for Dispute Resolution, Interactive Certificated Training.

Advanced Negotiation and Settlement Techniques. CEB.

Resolving Disputes with Especially Difficult People - A Program for Litigators & Mediators: Beverly Hills Bar Association, ADR Section.

Arbitration:

Arbitrator I - Workshop: American Arbitration Association, 2003.

Arbitrator II - Advanced Case Management: American Arbitration Association. 2004.

Issue Review Board Certification Course: Institute for Conflict Management.

Employment and Commercial Arbitration: American Arbitration Association, 2-day seminar.

Chairing an Arbitration Panel: Managing Procedures, Process & Dynamics: American Arbitration Association, December 2005.

PROFESSIONAL MEMBERSHIPS / AFFILIATIONS:

- Presenter, American Bar Association's Section of Dispute Resolution 13th Annual Conference, April 2011: Hardball Tactics, When to Use & How to Defend when Negotiating (or Mediating) the Litigated Case (with Michael Orfield and Christine Masters).
- Presenter, California Judges Association Retired Judges Conference, March 2011: Mediation Confidentiality: Issues & Current Cases (with Denise Madigan and Judge Laurie Zelon)
- Member, Executive Committee, Litigation Section, Los Angeles County Bar Association, 2009-10

Max Factor III, Esq. | page 3 of 3

- Member, Los Angeles Superior Court ADR Committee & Sub-Committee on Operations, 2008-10
- Chair, 4th and 5th Annual Robert I. Weil Lecture, 2009 & 2010
- President, Downtown Los Angeles Litigation Inn of Court, 2008
- Member, Chair's Council for Division of Biology, CalTech 2008-10
- Case Western Reserve University School of Law, Distinguished Visitor Lecturer, September 2007: "On Understanding the Effects of Anger & Fear in Negotiating Outcomes"
- Distinguished Fellow, International Academy of Mediators since 2005
Panelist, "Emerging Ethical Issues: Are Mediations Really Confidential?" at IAM Conference, Coral Gables, Florida, May 2008
Moderator, "Fear, Anger & Risk in Mediation" at IAM Conference, Portland, Oregon, October 2007
Moderator, "Beyond Yes: An Exploration of the Mind & Decision-Making" at IAM Fall Conference, Dana Point, California, November 2005
- President, Southern California Mediation Association (2005-06)
- Chair, California State Bar Committee on the Administration of Justice, 2007
- Presenter, Spring 2005 Conference: American Bar Association, Section of Dispute Resolution
- American Arbitration Association: National Roster of Neutrals. 2003-present.
- Adjunct Professor, Straus Institute for Dispute Resolution, Pepperdine University, 2006-present
Taught, as Faculty, "Mediating the Litigated Case" - highly regarded, intensive course for attorneys and graduate students from all over the country: 2010 Orange County and Malibu campuses

Qualified Participant in the following Court and Administrative Panels:

- Los Angeles Superior Court, ADR & ENE Section
- LASC, Court of Appeals, 2nd District, DRS (attorney-client disputes)
- US District Court, Central District of California
- LASC Probate Court

AVAILABLE:

Max Factor III is available nationally and internationally.