

Scott & Scott, LLP Partners to Speak at MSPWorld™ 2012 Conference

Robert J. Scott and Julie Machal-Fulks, partners of intellectual property and technology law firm, [Scott & Scott, LLP](#), will be featured panelists at the upcoming MSPAlliance MSPWorld™ Conference & Expo in Austin, Texas.

Southlake, Texas, September 19, 2012. The MSPAlliance, the world's largest professional association and accrediting body for the Managed Services industry, has invited Robert J. Scott and Julie Machal-Fulks of Scott & Scott, LLP to speak at the world's premier Managed Services and Cloud Computing Event – [MSPWorld™ Conference & Expo](#), in Austin, Texas.

MSPWorld™ 2012 will delve into the most pressing channel and end user issues that MSPs and their customers confront every day.

On October 3 at 2:00 PM, [Julie Machal-Fulks](#), Partner, Scott & Scott, LLP and Tim Burke, President of Quest will present:

Not On My Cloud! How to Differentiate Your Cloud Offering

Make sense of this overhyped, overpromised, and under-developed business model, and develop a cloud strategy for your MSP practice.

As a partner at Scott & Scott, LLP, Julie Machal-Fulks leads a team of attorneys in representing and defending clients in legal matters relating to information technology. Her practice focuses on complex litigation ranging from privacy and network security, managed service provider transactions, data breach notification and crisis management, intellectual property disputes, service provider negligence claims, and content-based injuries such as copyright and trademark infringement in software, the internet, and all forms of tangible media.

On October 4 at 10:00 AM, panelists Steve Furman, President and CEO, Compunite Computers, Mark Scott, CEO/Founder, TUC Brands, and [Robert Scott](#), Managing Partner, Scott & Scott, LLP will present:

Managed Services Pricing (The Illusive Animal): How to Select the Most Profitable Pricing Model for Your MSP and Cloud Practice.

Perhaps no single topic has generated more interest than how an MSP should price their solutions. In this session, MSPs will offer their opinions and expertise on the best and most effective models for developing, setting, and maintaining a healthy pricing to ensure maximum profitability and customer retention.

Robert Scott is the managing partner of Scott & Scott, LLP a leading law and technology services firm serving the Managed Services Industry. Robert advises technology companies of all sizes regarding conducting business as a Managed Service Provider (MSP).

For additional conference information, please visit: <http://www.mspnews.com/MSPworld/>

About Us: Scott & Scott, LLP (www.scottandscottllp.com) provides full service legal representation to IT services firms with considerable expertise in the managed services industry. Our clients range from start-ups to Fortune 500 technology services firms. We have assisted many traditional IT services firms with making a successful transition to managed services.

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