

For You... For Your Clients
Factor Mediation & Arbitration Services, Inc.
21355 Pacific Coast Highway, Suite 200
Malibu, CA 90265-5224
Ph: 310 456 3500 Fax: 310 456 3003

About Max Factor III

Mr. Factor brings to his work as a full-time neutral the understanding of legal and business issues, as well as insights into human nature, that are the product of more than three decades as one of Southern California's leading business and litigation attorneys.

Each year Mr. Factor convenes and successfully mediates more than 100 civil (and not so civil) lawsuits. His mediation practice specializes in cases involving:

Consumer Torts	Unfair Business Practices
Professional Malpractice	Intellectual Property
Employment & Workplace Claims	Partnership Dissolution
Construction Defects	Real Estate Sales, Leasing & Development

He also serves as an Arbitrator, a Court-appointed Special Master and an Expert in issues related to commercial and multifamily real estate properties. He is Chair of the Committee on the Administration of Justice of the California State Bar. He was President of the Southern California Mediation Association (2005-06), and was elected a Fellow of the International Academy of Mediators in 2004.

His background in real estate includes successfully representing such clients as Pacific Equities, Cristofle and the Archdiocese of Boston, and achieving successful transactions or dispute resolutions with The Irvine Company, Hughes Aircraft, Hughes Electronics, Coldwell Banker, Jon Douglas, Fred Sands, The Ryder Systems, Safeway, Best Buy and many other companies. Issues have ranged from litigation arising from the sale or leasing of commercial and residential properties, land use, zoning and planning issues, construction dispute, land movement, erosion and drainage disputes, damages caused from tenant use of hazardous substances, and negotiating successful exit strategies for partnership dissolutions.

Corporate and professional clients Mr. Factor represented include: Polaroid, Villeroy & Boch, Cristofle, Pacific Theatres, Gucci America, Lotus Development Corp., the Rodeo Drive Association, physician groups at Cedars-Sinai Medical Center and Valley Presbyterian Hospital, and many others.

Mr. Factor has represented numerous high wealth individuals and small to mid-sized businesses. Among the individuals represented are: Pat Boone, Linda Evans, Sheila E, Chris McCarron, Lionel Ritchie, Anne Cole and other high-profile individuals.

In the area of employment, he has represented a wide range of employees from sales and secretarial to key financial senior corporate officers at such corporations as: Kaiser Aluminum, Scudder Investments, Pinkerton, Tiffany & Co., Sheraton, Hilton, Welton Becket and Associates, Capital Equity Group, Xerox and many others. He also served as mediator-arbitrator on election issues for the Screen Actors Guild. Numerous successful negotiations have resulted in meaningful settlements of employment discrimination and wrongful terminations based on national origin and/or gender; constructive discharge based on sexual harassment, and defamation and public humiliation claims arising from workplace disputes.

During the 1970s, Mr. Factor was lead counsel in several noteworthy civil lawsuit victories, resulting in changes in employment practices at major Southern Californian unions and corporations:

- (a) A class action lawsuit against major Southern Californian restaurants resulted in goals and timetables being established to require that women and African-American men be eligible for higher paying jobs and hired as table captains, managers and Maitre D's.
- (b) The Southern Californian Waiters and Waitresses Unions agreed to merge into the Southern Californian Dining Room Employees Union and agreed to the immediate elimination of discriminatory "seniority lists" for "whites" and "blacks" and for "men" and "women".
- (c) The Hollywood Motion Picture Projectionist Union agreed to give up its employer preference and family-based referral list which excluded all women and virtually all minorities as projectionists in the more desirable job locations.
- (d) Farmer's Insurance agreed to hire women as security analysts for their equity investment department.
- (e) Xerox agreed to a settlement regarding inclusion of minorities as sales representatives; and
- (f) Kaiser Aluminum & Steel agreed to an affirmative action program for its minority employees who had been excluded by hiring practices from higher-paying sales and executive programs.

After clerking for Hon. Anthony J. Celebrezze of the Sixth Circuit Court of Appeals, Max joined the California Law Center, handling employment discrimination and civil rights cases. He next was a Los Angeles Deputy City Attorney and Assistant City Attorney, heading the department's consumer protection unit. He went into private practice in 1978, and has served as a full-time neutral since 2000.

Mr. Factor received his B.A. at Harvard College, magna cum laude in economics, and his J.D. at Yale Law School, where he served on the editorial board of the Yale Law Review. He currently serves on the Board of Councilors of the USC Law School, and for the past 12 years has chaired the Real Estate Committee of the Jewish Community Foundation.

Please visit www.FactorMediation.com for further details on areas of practice and major clients.