

## **MARK L. WEINTRUB**

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Mark Weintrub has achieved proven success in reducing corporate exposure and bottom-line legal costs through proactive training and the ability to target high-risk areas for his clients. Mr. Weintrub has served as General Counsel, Corporate Secretary, Vice President of Administration and Chief Compliance Officer to public and private companies ranging up to \$1.5 billion in annual sales. Most recently, Mr. Weintrub served as Senior Vice President, Chief Legal Officer, Secretary and Chief Compliance Officer for General Nutrition Centers, Inc. ("GNC"), the largest global specialty retailer of nutritional products (vitamins, mineral, herbal and other specialty supplements and sports nutrition) with more than 4,800 retail locations in the U.S. and Canada and franchise operations in 50 international markets. Mr. Weintrub offers a full spectrum of business experience having worked in fully integrated manufacturing operations throughout North America, offshore sourcing and distribution operations in the international electronic security market, cutting edge scientific technology in the global authentication solution and brand protection market, consumer products manufacturing, distribution and retail market, including global franchising, as well as several technology start-up operations in the Dallas-Fort Worth market.

Mr. Weintrub provides legal support in commercial areas, corporate governance, officers and directors as well as litigation management, oversight for international projects and management of global intellectual property portfolios and continues to advise clients based on his extensive domestic and international experience in matters including corporate business structures, franchising (domestic and international), licensing and technology transfers, commercial contracts and disputes, corporate governance, due diligence, intellectual property protection, employment and labor law, executive compensation as well as mediation and arbitration of complex business matters. Mr. Weintrub has been actively involved in the use of alternative dispute resolution methods and systems, and has served as a mediator in 150+ disputes since 1990. Mr. Weintrub is a frequent speaker on topics including legal compliance, law department and litigation management, technology applications for corporate legal departments and dispute resolution techniques.

Mr. Weintrub has more than 23 years of combined experience in business operations, regulatory compliance and legal management with a practical and efficient approach to addressing the variety of legal issues faced by corporate clients in today's fast paced global business environment. Mr. Weintrub has been recognized as a technology innovator implementing various applications in corporate legal departments and realizing scalable efficiencies in processes and compliance in the areas of electronic data and matter management (including e-mail, document retention and e-discovery practices), electronic billing and invoice management and equity/capital structure management. Mr. Weintrub continues to focus on bringing "out of the box" solutions to legal matters, while maintaining budgetary constraints and strategic philosophy as well as client goals.

Having served as Chief Compliance Officer, Mr. Weintrub has coordinated efforts between the legal and internal audit function in achieving Section 404 compliance under the Sarbanes-Oxley Act and has been a pioneer of developing and implementing corporate compliance programs since 1995. Mr. Weintrub has also focused previous efforts in the areas of investor relations and corporate communications, human resources and employee relations, general corporate administration, crisis management and technology protection practices and procedures.

Mr. Weintrub is a 1983 graduate of the University of Missouri School of Business and Public Administration and obtained his law degree from Oklahoma City University School of Law in 1986. He is a long-standing member of the American Bar Association, the Association of Corporate Counsel and is licensed to practice law in the States of Texas, Oklahoma and Pennsylvania.

### **PUBLICATIONS**

*Don't Hesitate to Make the Call*, Weintrub, Mark L., published in In-House Texas/A publication of the Texas Lawyer, June 3, 2002

*Environmental Self Audit-A Step-by-Step Approach Using Pre-Audit Questionnaires*, Weintrub, Mark L., published in The Environmental Corporate Counsel Report, Vol. 3, No. 9, December 1996

*Mediation as Alternative to Common Counsel in Superfund Actions*, Weintrub, Mark L., published in The Environmental Corporate Counsel Report, Vol. 2, No. 4, July 1995

*When the Plant Manager Expects a Defense*, Weintrub, Mark L., published in The Environmental Corporate Counsel Report, Vol. 1, No. 8, December 1994

### **PRESENTATIONS**

Speaker, "Effectively Forecasting, Monitoring and Managing Your Legal Budget" Corporate Counsel Summit, October 22-24, 2008, Phoenix, AZ

Speaker, "Electronic Billing: Utilizing Technology Tools For Budget and Matter Management" Chief Litigation Officer Summit, February 10-12, 2008, Las Vegas, NV

Participant, "Best Practices in Managing Labor and Employment Issues" Martindale-Hubbell's Counsel To Counsel, January 31, 2008, Atlanta, GA

Speaker, "Employee Recruitment And Retention: Building Your Ideal Legal Team" Corporate Counsel Summit, October 21-23, 2007, Hot Spring, VA

Participant, "Legal Risk Management in the Fast Lane: Corporate Counseling in the Middle East" Martindale-Hubbell's Counsel To Counsel, March 28, 2007, New York, NY

Participant, "Managing Discovery in the Digital Age" Martindale-Hubbell's Counsel To Counsel, September 27, 2006, Philadelphia, PA

Speaker, "Effectively Representing Your Client In A World Focused On Conflicts: Lessons That Can Be Learned From *Pizza Inn v. Akin, Gump, et. al.*" Association of Corporate Counsel D/FW Chapter, May 19, 2005, Dallas, TX

Speaker, "Corporate Governance Expectations of Local Counsel And Financial Service Providers" 3<sup>rd</sup> Caribbean Practical Due Diligence Symposium, April 27-29, 2004, British Virgin Islands

Participant, "How The Legal Function Protects Corporate Image" Martindale-Hubbell's Counsel To Counsel, May 7, 2003, Dallas, TX

Speaker, "Brand and IP Integrity: How Far Is Erosion From Extinction?" American Corporate Counsel Association D/FW Chapter, August 29, 2002, Dallas, TX

Participant, "Managing Cross Border Disputes" Martindale-Hubbell's Counsel To Counsel, August 29, 2001, Dallas, TX

Speaker, "Ten Tips On Environmental Law For Civil Litigators", ABA Section of Litigation-Annual Meeting, August 8-10, 1999, Atlanta, GA

Speaker, "Lessons Learned From Corporate America", Post Acute Care Compliance Plans, February 12-13, 1998, Orlando, FL

Speaker, "Establishing and Using Litigation and Case Management Guidelines/Successful Negotiation Strategies", The Litigation Management Institute, December 8-9, 1997, Denver, CO

Speaker, "Beyond the Basics; Innovative Approaches to Environmental Self-Audits", The 9th Environmental Corporate Counsel Institute, November 7-8, 1996, New York, N.Y.

Speaker, “Implementing More Effective Negotiating and Litigation Strategies: Alternative Dispute Resolution in Superfund Case Management”, The 6th Environmental Corporate Counsel Institute, May 1-2, 1995, Washington, D.C.

Speaker, “Strategies for Developing, Implementing and Improving an Effective Corporate Environmental Compliance Program”, The 5th Environmental Corporate Counsel Institute, November 14-15, 1994, Dallas, TX

Speaker, “In-house Environmental Compliance on the Cutting Edge”, The 4th Environmental Corporate Counsel Institute, May 2-3, 1994, Washington, D.C.

## **EXPERIENCE**

MW LAW, PC, Dallas, TX (October 2007-Present)

*Principal/Managing Director*

AUTHENTIX, INC, Dallas, TX (October 2007-April 2008)

*Director, Special Committee of the Board of Directors*

GENERAL NUTRITION CENTERS, INC. (GNC), Pittsburgh, PA (April 2006-October 2007)

*Senior Vice President, Chief Legal Officer, Secretary and Chief Compliance Officer*

WEINTRUB LAW, PC, Dallas, TX (March 2004-March 2006)

*Principal/Managing Director*

AUTHENTIX, INC, Dallas, TX (July 2001-March 2004)

*Vice President Administration, General Counsel & Secretary*

MDI, INC. (formerly Ultrak, Inc.), Lewisville, TX (1999- 2001)

*Vice President Administration, General Counsel & Secretary*

Eljer/Zurn Industries, Inc., Dallas, TX (1993-1999)

*Associate General Counsel/ Corporate Counsel*

MIDDLEBERG, RIDDLE & GIANNA (formerly Riddle & Brown) Dallas, TX (1990-1993)

*Associate Attorney*

LINN & NEVILLE (formerly Linn & Helms) Oklahoma City, OK (1986-1990)

*Associate Attorney*

## **PROFESSIONAL AFFILIATIONS, ASSOCIATIONS & BAR MEMBERSHIPS**

State Bar of Texas (1990-present)

Bar of the Commonwealth of Pennsylvania (2006-Present)

Oklahoma Bar Association (1987-1993)

Association of Corporate Counsel (1993-Present)

American Bar Association (1995-2001)

Dallas Bar Association (1990-1999): Member; Dispute Resolution Section (1991-1994)

Society of Professionals in Dispute Resolution (1992-1995)

## **ADDITIONAL BACKGROUND INFORMATION**

Mark Weintrub spent 7 years in private law firm practice as a civil trial/litigation attorney in both state and federal courts. He then entered the corporate and manufacturing sector beginning with Eljer Industries, Inc (NYSE) in 1993, acting as primary legal counsel to the business operations with responsibility for all North American operating divisions that included more than 11 U.S. facilities located in six states, as well as Canada and Mexico with more than 5,000 employees. Eljer was a full line manufacturer of building products and engaged in diverse operations including manufacturing vitreous china and cast iron fixtures, metal fabrication and plastic extrusion/injection molding. Mr. Weintrub was intimately involved in all aspects related to the manufacturing process including supply chain relationships, vendor contracts, construction projects and anything that involved site operations.

Throughout his career, Mr. Weintrub has also been a primary resource for providing counsel on labor and employment law matters including issues involving FMLA, ADA, discrimination and anti-retaliation (including harassment) matters and has worked

closely with facilities that were subject to collective bargaining agreements including unfair labor disputes, organizing activities and contract negotiations.

Following the acquisition of Eljer, Mr. Weintrub joined MDI, Inc. (previously known as Ultrak, Inc.-NASDAQ) as their first General Counsel. MDI engaged in manufacturing operations in the U.S along with offshore manufacturing and international distribution in more than 14 countries around the world. As with many middle- market companies, the primary operations of MDI were ultimately sold or acquired, which provided Mr. Weintrub with the opportunity to work with privately held entrepreneurial start-ups and emerging market companies for several years, including Authentix, Inc. (formerly Isotag Technology, Inc.), the world leader in the global authentication solution and brand protection market based in Dallas, TX where he served as Vice President-Administration, General Counsel and Secretary providing oversight for human resources, legal and regulatory compliance and management of a global intellectual property portfolio. In 2006, Mr. Weintrub joined General Nutrition Centers (“GNC”) the largest global specialty retailer of nutritional products based in Pittsburgh, PA, owned at the time by private equity group Apollo Holdings where he served as Senior Vice President, Chief Legal Officer and Secretary with responsibility for all domestic and international legal matters and coordination of executive management/board of director activities, corporate governance and also served as Chief Compliance Officer charged with overseeing corporate and regulatory compliance. During his tenure at GNC, Mr. Weintrub was also involved in various efforts to raise in excess of \$1.5B of capital in the debt markets.