Contents

About the Authors ....................................................... ix

Chapter 1
Marketing Know-How .................................................. 1
  Defining Your Target Market ...................................... 1
  Who Are Your Allies? ................................................. 2
  Marketing Materials .................................................. 6
    Can I Give You My Card? ......................................... 7
    Would You Like My Information? ................................. 7
    What About a Website/Homepage? ................................. 8
  Thinking “Outside the Box” .......................................... 10
  Are You Reaching Out to ART Providers? ........................ 11

Chapter 2
Getting Your Foot in the Door ........................................ 13
  The Benefits of Professional Organizations ..................... 13
  Making the Most of Your Membership in Professional
    Organizations ........................................................ 16
  Contributing to Your Professional Organizations ............... 17
  Finding Mentors in Professional Organizations ................ 19
  Utilizing Association of Counsel .................................. 20
  Acting as Review Counsel .......................................... 23

Chapter 3
ART as a Moving Target ............................................... 25
  Research the Law in Your Jurisdiction ............................ 25
  Be Mindful of the Laws in Surrounding States .................. 27
  Familiarize Yourself with Current Legal Trends ................ 27
  Learn the Lingo! ..................................................... 30

Chapter 4
The ART of Drafting ................................................... 31
  Intake Forms/Initial Interview ..................................... 31
  Setting Fees ......................................................... 37
  Retainer Agreements ................................................ 39
Surrogacy Agreements/Gestational Carrier Agreements  . . . . . . 42  
  Surrogate Health ........................................ 43  
  Selective Reduction/Termination ............................ 43  
  Embryo Transfer ........................................ 44  
  Governing Law ........................................... 45  
  Conduct During Pregnancy ................................ 46  
  Delivery .................................................. 48  
  Intended Parents’ Relationship ............................ 49  
  Changes in Circumstances ................................ 49  
  Post-birth Contact ....................................... 50  
  Surrogacy Escrow Account ................................. 50  
  Surrogate Health Insurance ............................... 51  
  Assumption of Risk ...................................... 52  
  Privacy, Confidentiality, and Social Media .............. 53  
  Breach of Contract ...................................... 54  
  Disclaimer ................................................ 56  
  Signature Page ........................................... 57  
  It’s an Egg-cellent Start! Donor Contracts ............... 57  
  Estate-Planning Documents ............................... 60  
  Health-care Proxy ....................................... 60  
  Establishing Parental Rights ............................. 62

Chapter 5

Issues Not to Be Overlooked ................................. 65  
  Insurance Coverage ...................................... 66  
  Health Insurance for the Surrogate ...................... 66  
  Life Insurance for the Surrogate ......................... 67  
  Insurance for the Baby ................................... 67  
  Insurance for Egg Donors ................................ 68  
  Escrow Services .......................................... 68  
  Tax Considerations ...................................... 68  
  Impact of Assisted Reproduction on Subsequent Family Law  
    Matters ................................................ 69  
  Same-Sex Couples ........................................ 70  
  Interstate/International Surrogacy ......................... 73

Appendix A: ART Cases Practitioners Need to Know ....... 75

Appendix B: Ethical Considerations for Attorneys Drafting  
  ART Contracts ........................................... 81
<table>
<thead>
<tr>
<th>Appendix C: Sample Retainer Agreement</th>
<th>91</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix D: Checklist for Gestational Surrogacy Agreements</td>
<td>97</td>
</tr>
<tr>
<td>Appendix E: Sample Agreement with Commentary</td>
<td>115</td>
</tr>
<tr>
<td>Appendix F: Sample Gestational Carrier Agreement</td>
<td>147</td>
</tr>
<tr>
<td>Appendix G: Sample Doctor Affidavit</td>
<td>179</td>
</tr>
<tr>
<td>Appendix H: Sample Intended Mother Affidavit</td>
<td>181</td>
</tr>
<tr>
<td>Appendix I: Sample Gestational Carrier Affidavit</td>
<td>183</td>
</tr>
<tr>
<td>Appendix J: ART File Checklist</td>
<td>185</td>
</tr>
<tr>
<td>Glossary</td>
<td>187</td>
</tr>
<tr>
<td>Index</td>
<td>193</td>
</tr>
</tbody>
</table>