



Preliminary Program

**October 2-4, 2011
Hyatt Regency Century Plaza
Los Angeles, California USA**



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Overview

Expand your perspective and increase your value as a Trademark Administrator.

Now more than ever it is important to establish and distinguish yourself by keeping up to date on current issues relevant to your trademark profession. The 2011 Trademark Administrators Conference focuses on the daily responsibilities and challenges in your work, and through practical approaches and applications will assist you in developing your career.

Network with the trademark industry's leading professionals, earn valuable CLE credits and learn how to:

- Identify current trends, best practices and recent developments relating to brand enforcement.
- Develop and administer an effective IP audit program to manage an expanding trademark portfolio.
- Identify and manage key systems for tracking and assessing the licensing agreements that pertain to your brands.
- Use practical tools for maximizing your value and growth as a trademark administrator.
- Optimize resources for conducting efficient and thorough trademark searches and use proven strategies to break down and interpret results.
- Utilize convenient and cost effective electronic resources to assist with managing an ever increasing workload.

Program

Agenda

Sunday, October 2

10:00am–6:30pm	Conference Registration and Information Desk Open	California Lounge
2:00pm–2:15pm	Welcome	Los Angeles Room
2:15pm–3:30pm	General Session	Los Angeles Room

Trademark Rights and the Television Industry The Reality of Reality TV

Reality shows, and the “real” people who populate them, have become two of the most widespread elements in recent television history. From discovering the next *American Idol* to working out the *Biggest Loser*, apprenticing to a tycoon or finding the next *Top Chef*, racing others across the globe and voting for the ultimate *Survivor*, these shows have created hugely popular, recognizable names and brands. What happens when show participants return to real life and try to build on their television season of fame? This panel will explore some of the trademark and IP issues raised by reality-based programs and the subsequent creation of celebrities.

Topics include:

- Participants’ rights of publicity and privacy
- Ownership of rights to private lives that become public performances
- Contract and license issues created by production and participation

Moderator:

Michael Graham, Marshall, Gerstein & Borun LLP (United States)

Speakers:

Beth Allegretti, Fox Entertainment Group (United States)
Scott Hervey, Weintraub Genshler Chediak Sproul (United States)

3:30pm–3:45pm**Networking Break****California Lounge****3:45pm–5:00pm****General Session****Los Angeles Room****Brand Enforcement in the Internet Age
Current Trends, Best Practices and Recent
Developments**

The Internet offers an unparalleled opportunity for brand owners to market their products and services directly to the consumer. Unfortunately, it has become a common battleground where rights holders are forced to deal with counterfeiters and other trademark infringers on a global scale. This panel will address current trends and best practices to consider when enforcing trademark rights online.

Topics include:

- Coverage of online enforcement strategies—how to best prioritize enforcement efforts regarding infringements
- Infringement and fair use within the context of social networking
- Review of keyword advertising case law developments
- Coverage of Uniform Domain Name Dispute Resolution Policy (UDRP) best practices in domain enforcement strategies
- Common mistakes made prior to UDRP filing and how to avoid them
- Pre-filing best practices to avoid litigation
- Review of recent developments in domain name case law and the impact on infringement analysis

Moderator:

Christian Dowell, Yahoo! Inc. (United States)

Speakers:

Claudia Schultz, BM & A-Barbosa, Mussnich & Aragao
(Brazil)

Johanna Sistek, Google (United States)

5:00pm–6:30pm**Welcome Reception****Santa Monica Room****Exhibit Hall Open**

Monday, October 3

8:00am–6:30pm	Conference Registration and Information Desk Open	California Lounge
8:00am–9:00am	Continental Breakfast Exhibit Hall Open	Santa Monica Room
9:00am–9:15am	Daily Overview	
9:15am– 10:30am	Concurrent Session A	Los Angeles Room

IP Audit: Practical Tips for Practitioners

One of the most difficult tasks for practitioners is managing a trademark portfolio that accurately reflects current market and business activity. In this session, you will learn firsthand the key to effective management of your trademark portfolio. Receive advice from experts about forging and maintaining productive working partnerships with business clients, the law department, outside counsel and international associates.

Topics include:

- Developing a sustainable plan to conduct periodic audits of all IP resources
- Assessing the current use of each trademark on a global scale
- Working with the business team to determine priority marks and long-term plans for each brand
- Practical strategies for addressing phase-outs of marks no longer in use

Moderator:

Michael Graham, Marshall, Gerstein & Borun LLP (United States)

Speakers:

Tashia Bunch Henderson, Echert, Seamans, Cherin & Mellott, LLC (United States)
Michele Huntzinger, Intel Corp. (United States)

9:15am–10:30am	Concurrent Session B	Beverly Hills Room
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**Trademark Searching and Clearance -
A Global Perspective**

Reading and interpreting the results of a global search can be a daunting prospect. This session will provide you with

strategies and useful tips to optimize and simplify your review.

Topics include:

- Estimating a realistic searching budget and time required to obtain and maximize results
- Establishing countries or regions of preference
- Breaking down the search with identical and/or potentially conflicting references
- Identifying information essential to a meaningful search
- Developing content tables to ensure consistency and clarity in determining availability and registrability of the proposed mark on a global basis

Moderator:

Carolina Ines Fernandez, Hausheer Belgrano & Fernandez (Argentina)

Speakers:

Lindsey Corbin, Z5 Brand Protection Consulting (United States)

Liza Garibaldi, Symantec Corporation (United States)

10:30am–11:00am

Networking Break

Santa Monica Room

Exhibit Hall Open

11:00am –12:15pm

Concurrent Session A

Los Angeles Room

**Trademark Issues and Licensing
A TMA Toolkit**

Licensing is the marketing and brand extension tool widely used by major corporations, small businesses and entrepreneurs. Licensing of trademarks, commonly used in the apparel, entertainment and sports industries, requires accurate recordal. This session will deliver essential knowledge and practical guidance on what constitutes a successful licensing agreement. Learn what works and what doesn't work when developing, negotiating and executing licensing transactions involving brands.

Topics include:

- Key elements to include in a licensing agreement
- Tips for assisting with negotiating licensing terms in a manner that will build and add value to your brands

- Strategies for tracking your portfolio of licensing agreements and for optimizing new potential licensing opportunities

Moderator:

Paula Wright, AstraZeneca (United States)

Speakers:

Beth Craig, Novak Druce + Quigg LLP (United States)

John Wilson, NBCUniversal (United States)

11:00am –12:15pm**Concurrent Session B****Beverly Hills Room****Counterfeits in the Entertainment Industry
Battling, Piracy, Bootlegs, Fakes and Fraud!**

Piracy is big business. Trademark protections are often interwoven with copyright when crafting enforcement strategies. Drawing on the deep level of expertise in this field that Los Angeles offers, this panel will discuss the common pitfalls that rights holders face in the entertainment industry.

Topics include:

- Best practice strategies in online enforcement
- Latest street enforcement strategies
- Where should a rights holder invest limited enforcement funds?
- Customs filing considerations
- Current issues with illegal file sharing
- Nationwide counterfeit media sweeps

Moderator:

Christian Dowell, Yahoo! Inc. (United States)

Speakers:

Jennifer Goldstein, Turner Broadcasting System, Inc. (United States)

Bobby Mason, Summit Entertainment, LLC (United States)

Dennis Wilson, Keats McFarland & Wilson LLP (United States)

12:15pm–1:30pm**Networking Luncheon****Plaza Pavilion**

1:30pm–2:45pm**Concurrent Session A****Los Angeles Room****Intellectual Property and the Fashion Industry
IP Trends**

What's in, what's out and what's next season's intellectual property protection trend? The fashion industry is known for its fast-paced, competitive environment. This session will focus on examining the ins and outs of a product review. Acquire tips for the review of items, including trademark, trade dress, copyright and other intellectual property issues in the context of apparel. The panel will discuss pending legislation that proposes an expansion of the Copyright Act to include protection of certain fashion designs. Is this new bill all the latest rage, or a passing fad? You be the judge.

Topics include:

- Overview of steps required to review an apparel item for intellectual property clearance (including trademark, trade dress, copyright and other IP areas)
- Role of the paralegal in the review process
- Discussion of practical considerations for managing risk and navigating tight deadlines
- Summary and analysis of pending legislation to expand the Copyright Act to include protection of certain fashion designs

Moderator:

Amber Sterling, Association of American Medical Colleges
(United States)

Speakers:

Deborah E. Greaves, True Religion Apparel, Inc. (United States)
Colleen Sullivan, Cotton Incorporated (United States)

1:30pm –2:45pm**Concurrent Session B****Beverly Hills Room****Domain Names and the Evolving Internet
Vital Information for a High-Speed Virtual World**

The Internet's expansion into common culture continues at a frenetic pace, driven by initiatives such as the new gTLD program currently scheduled to be rolled out by the Internet Corporation for Assigned Names and Numbers (ICANN) in the fall of 2011. As the Internet becomes increasingly complex, the role that domain names play in

the field of trademark law becomes more critical. The panel will explore some of the legal implications of the new generic Top Level Domains (gTLD) initiative. Trademark issues raised by Internationalized Domain Names (IDNS) and country-code Top-Level Domains (ccTLDs) will be examined, as well as practical strategies that brand owners can implement to best protect their rights in the domain name context.

Topics include:

- Review of the current state of ICANN's new gTLDs initiative as of Fall 2011
- How an organization's domain name portfolios will have to evolve with the new gTLD initiative
- Evaluating the new gTLD opportunity in the context of an organization's overall branding strategy
- Best practices to register, transfer and manage priority domain names
- Strategies for efficient, cost-effective domain name portfolio management in light of significant Internet expansion
- New International Domain Name concerns (IDNs and ccTLDs) and the impact on enforcement strategies

Moderator:

Brian J. Winterfeldt, Steptoe & Johnson LLP (United States)

Speakers:

Christian R. Andersen, Exxon Mobil Corporation (United States)

Peter Becker, Microsoft Corporation (United States)

Susan Kawaguchi, Facebook, Inc. (United States)

2:45pm–3:30pm

Networking Break

Santa Monica Room

Exhibit Hall Open

3:30pm–4:45pm

Concurrent Session A

Los Angeles Room

Circling the Globe

A Global Comparative Analysis of Opposition Proceedings

This session will provide a comprehensive and comparative analysis of opposition proceedings in various regions around the world including Asia, Latin America and

Europe. Discussion will be in the context of utilization of the INTA online *International Opposition Guide: Practice and Procedures*.

Topics include:

- Basis and formalities for opposition proceedings, along with who can oppose on the basis of legitimate interests
- Opposition process flowchart and average expenses for proceedings
- Specific strategies for cost-effective enforcement
- Opportunities for, and consequences of, withdrawal from a proceeding
- Whether a decision can be appealed administratively or judicially

Moderator:

Carolina Ines Fernandez, Hausheer Belgrano & Fernandez (Argentina)

Speakers:

Doris Badin, ELZABURU (Spain)

Ximena Castellanos, Castellanos & Co. (Colombia)

Marion Heathcote, Davies Collison Cave (Australia)

3:30pm –4:45pm

Concurrent Session B

Beverly Hills Room

**Succeeding as a Trademark Administrator
Practical Tips, Helpful Strategies and Heartfelt Advice**

What does it take to be a successful trademark administrator? Whether you are a new or seasoned professional, you will learn new strategies on how to make your chosen career work for you. Senior trademark administrators and paralegals from law firms and in-house share experiences and lessons learned. Come away prepared to respond to future opportunities, excel and stand out within your team and organization.

Topics include:

- Practical suggestions for managing time and resources
- How to “manage up,” building strong relationships with supervising attorneys, executives, and other senior personnel
- Making yourself indispensable to your organization and clients
- Strategies for managing and operating within a team of trademark administrators and support staff

- Becoming a leader within INTA: How the organization is structured and how INTA can help you achieve and become a leader

Moderators:

Amber Sterling, Association of American Medical Colleges (United States)

Brian J. Winterfeldt, Steptoe & Johnson LLP (United States)

Speakers:

Susan Brady Blasco, Birch, Stewart, Kolasch & Birch LLP (United States)

Peter Mock, Nestle Nutrition (United States)

4:45pm –5:00pm

Overview and Adjournment

5:00pm–6:30pm

Reception

Santa Monica Room

Exhibit Hall Open

Tuesday, October 4

8:00am–5:00pm	Conference Registration and Information Desk Open	California Lounge
8:00am–9:00am	Continental Breakfast Exhibit Hall Open	Santa Monica Room
9:00am–9:15am	Daily Overview	Los Angeles Room
9:15am–10:30am	General Session	Los Angeles Room

**The Ethics of Social Media
Using Social Media without Being Used**

Learn the latest issues and trends in social media used to promote trademarks, investigate trademark use and infringement, and market law firms. Learn the pros and cons of participation in platforms like Facebook®, MySpace®, blogs and LinkedIn® and the ethical issues that might arise.

Topics include:

- Best practices in using social media to market products and services
- How to identify and develop an effective social media policy
- Ethical issues in using social media to promote legal practices
- Evaluation of social media use as part of the trademark clearing process
- Defining fair use and trademark infringement on social media
- Challenging trademark infringement on social media

Moderator:

Terrance J. McAllister, Ohlandt, Greenley, Ruggiero & Perle LLP (United States)

Speakers:

Laura Covington, Yahoo! Inc. (United States)
Lauren Dienes-Middlen, World Wrestling Entertainment, Inc. (United States)

10:30am–11:00am Networking Break Santa Monica Room

Exhibit Hall Open

11:00am–12:15pm General Session Los Angeles Room

**The Annual TTAB Review
Recent Developments and Decisions**

Gain a concise analysis of recent major decisions from the Trademark Trial and Appeal Board (TTAB) as reported in Vol. 101, No.2 of *The Trademark Reporter*[®]. The focus will be on providing an overview of several key decisions from the past year, including how these decisions impact your daily work as a TMA.

Moderator:

Paula Wright, AstraZeneca (United States)

Speaker:

Jordan Weinstein, Oblon, Spivak, McClelland, Maier & Neustadt, LLP (United States)

12:15pm–1:30pm General Session Los Angeles Room

**The United States Patent and Trademark Office
Current Developments, Initiatives and Challenges in
2011**

Many of you deal with the United States Patent and Trademark Office (USPTO) on a daily basis. This panel will share challenges currently facing trademark practitioners when working with the USPTO, and what the USPTO is doing to address these challenges. The panel will examine the USPTO Strategic Plan for 2011 and beyond. This Strategic Plan sets forth the agency's mission-focused goals. You will have the opportunity to hear details of the proposed steps to be taken to meet those goals. Take part in identifying what is most critical from your perspective, and share your ideas and suggestions for assisting the USPTO in achieving its goals. Finally, the panel will explore other issues that are vital to trademark practice, including how the USPTO can help meet the needs of its customers.

Specific objectives of the USPTO Strategic Plan to be discussed are:

- Maintaining prompt initial action reviews and faster time frames
- Monitoring and improving quality measures in the examination process
- Ensuring the accuracy of identifications of goods and services in filings
- Enhancing operations of the TTAB
- Improving IT systems
- Developing a new generation of trademark leaders

Moderator:

Terrance J. McAllister, Ohlandt, Greenly, Ruggiero & Perle LLP (United States)

Speakers:

Michael Baird, USPTO (United States)

Jim Johnson, Sutherland, Asbill & Brennan L.L.P. (United States)

1:30pm–1:45pm

Final Conference Overview

Los Angeles Room

1:45pm

Adjournment

Los Angeles Room

Continuing Legal Education

This conference qualifies as an educational program for CLE credits. For more information, please email cle@inta.org or stop by the Registration and Information Desk at the conference.

Project Team

INTA would like to thank the Project Team for its excellent work in planning and presenting this conference.

Chairs

Colleen M. Adams
Pfizer Inc. (USA)

Brian J. Winterfeldt
Steptoe & Johnson LLP (USA)

INTA Staff Liaisons:

Charyle Clark
Senior Programs Developer
INTA (USA)

Paula Lee
Senior Exhibits & Sponsorship Planner
INTA (USA)

Project Team Members:

Christian C. Dowell
Yahoo! Inc. (USA)

Carolina Ines Fernandez
Hausheer Belgrano & Fernandez (Argentina)

Michael Graham
Marshall, Gerstein & Borun LLP (USA)

Terrence J. McAllister
Ohlandt, Greenley, Ruggiero & Perle LLP (USA)

Amber Sterling
American Association of Medical Colleges (USA)

Paula Wright
AstraZeneca (USA)

Sponsorship Opportunities

PLATINUM SPONSOR



Corsearch, part of Wolters Kluwer Corporate Legal Services, is the premier provider of clearance and protection solutions for trademark and brand professionals. Its high-quality, intuitive tools and expertise enable professionals to effectively manage the trademark screening, search review and watching processes. With its recent acquisition of Edital, Corsearch expands its global coverage with offices in the US, UK, Canada, Belgium and France. Corsearch's A2 Beyond – the industry's first web-enabled desktop application, introduced exceptional power, speed and flexibility to trademark research. With A2 Beyond, experience the latest in screening and search review including the ability to work with or without an internet connection, the latest in Domain Registration and Management, and Web Monitoring, along with our complete suite of solutions for trademark and brand professionals on Corsearch® Advantage™ and Edital.com

GOLD SPONSORS

Internet Sponsor – US \$5,000

- Recognition as a Gold Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- and post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 200-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Recognition at the conference as the Internet Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Keycard Sponsorship – US \$5,000

- Recognition as a Gold Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- and post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 200-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Hotel keycards with your company logo
- Recognition at the conference as the Keycard Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Note Pad Sponsor



Rouse is a leading international intellectual property (IP) law firm providing the full range of IP services, from commercialization to managing IP portfolios and enforcement. Bringing a fresh and practical approach to the protection of these rights, its long standing clients include many of the world's foremost IP owners.

Established in 1990, Rouse has a team of over 500 people including lawyers, patent and trade mark attorneys and specialist IP investigators operating within a global network of 17 offices in 12 jurisdictions. Comprised of talented individuals with experience from both in-house and outside counsel perspectives, the Rouse team combines specialist

technical skills with practical ‘on-the-ground’ know-how, to meet client needs and exceed their expectations. Always observing the highest professional standards, the Rouse team works hard in the pursuit of excellence while still adhering to the core values by which the company was created.”

Conference Bag Sponsor



At Ladas & Parry LLP, protecting our clients intellectual property is not only our main focus but it is our only focus and has been so for nearly 100 years in the United States and abroad. Our attorneys' extensive experience is broad ranging from patents, trademarks, and copyright / entertainment law, to litigation, licensing, franchising, and other legal areas dealing with technology. Our patent, trademark and domain watch and maintenance services provide our clients with unparalleled support.

Ladas & Parry is also uniquely qualified to help your organization protect its brands on the Internet through its Digital Brands practice and the top rated domain name registrar [Ladas Domains](#): the world's only domain registrar and domain portfolio management company affiliated with an intellectual property law firm. This combination of experience and dedication to service is why many of the world's major corporations are counted amongst Ladas & Parry's clients.

SILVER SPONSORS

Continental Breakfast Sponsor – US \$2,500

- Recognition as a Silver Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Recognition at the conference as the Continental Breakfast Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

SILVER SPONSORS

Monday Lunch Sponsor

The logo for Avantiq consists of the word "avantiq" in a lowercase, sans-serif font. The "a" is red, and the remaining letters are black.

Technology, Flexibility, Independence

Avantiq is the only independently owned trademark search company with more than 37 privately owned/licensed databases and an extensive agent network. At Avantiq, we excel because we are free to evolve with our clients. Our IT department works exclusively in the trademark industry both for us and our clients. This advantage made us the world's first cloud services based trademark search provider in 2005. As our client, you can be sure that you will always benefit from the most dedicated customer service, the highest standards in technology and the most efficient ways to reduce your time and spending.

Choose a partner for the future, choose Avantiq.

Monday Cocktail Reception Sponsor



Nothing beats experience. Founded by career I.P. veterans who know trademarks and domain names like the back of our hands, we talk the talk, walk the walk, and outperform all others when it comes to providing the most comprehensive and timely investigation reports and successful I.P. acquisitions. If you want results, call us. If you want to party, call the others.

Opening Cocktail Reception Sponsor

The logo for NetNames features the word "NetNames" in a large, sans-serif font, with "NN" in a smaller, orange font to the right. Below the main text is the tagline "Protecting your brand is our domain" in a smaller, sans-serif font.

NetNames provide comprehensive protection online for your most valuable assets.

An ICANN Accredited Registrar, NetNames provides strategic account management of corporate domain name portfolios for international corporates with the ability to register domain names in all available suffixes worldwide.

The comprehensive range of brand protection solutions use unique, patented search technologies alongside a team of experienced analysts to help corporations protect their

trademarks and brands against online brand abuse, counterfeiting, piracy, fraud and phishing attacks.

NetNames is headquartered in London, UK and has offices in Cambridge, Copenhagen, Munich, Nice, Paris, New York, Oslo Stockholm and Zurich.

Refreshment Break Sponsor – US \$2,500

- Recognition as a Silver Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Company's logo on signage and table cards at the morning & afternoon breaks held in the Exhibition Hall
- Recognition at the conference as the Refreshment Break Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Lanyard Sponsorship



Smart & Biggar/Fetherstonhaugh is Canada's largest firm practising exclusively in intellectual property and technology law. From publishing Canada's first text on trademarks and registering Canada's first sound-mark, to obtaining precedent-setting damages against counterfeiters, we enjoy a deep tradition of leadership in trade-mark protection, licensing and enforcement. Today, we provide efficient and expert trade-mark advice and service, and we are sought after by the owners of the world's most valuable brands. For more information, please visit our website at www.smart-biggar.ca.

Pen Sponsorship – US \$3,000

- Recognition as a Silver Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
- Pen with your company logo distributed to all attendees in the conference bag

- Recognition at the conference as the Pen Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Water Bottle Sponsorship – US \$3,000

- Recognition as a Silver Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 75-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
- Water Bottles with your company logo distributed to all attendees in the general session.
- Recognition at the conference as the Water Bottle Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

BRONZE SPONSORS**Smoothie Bar Sponsorship (Sunday & Tuesday Afternoon) – US \$2,500**

- Recognition as a Bronze Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 75-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
- Recognition at the conference as the Smoothie Bar Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Candy Sponsorship – US \$2,500

- Recognition as a Bronze Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 75-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
- Candy with your company logo distributed in the general session
- Recognition at the conference as the Candy Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Marketing Piece Insertion Sponsorship – US \$2,000 (Unlimited Sponsors)

- Recognition as a Bronze Sponsor on the Trademark Administrator Conference online brochure
- One-time use of the attendee mailing list (pre- or post-registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 75-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
- The opportunity to include a piece of collateral or giveaway in all attendee bags (some size and weight restrictions apply)
- Recognition at the conference as the Marketing Piece Insertion Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, the entrance to the exhibition hall and other designated areas

Exhibitors

Brandstock AG**Booth: 7****Profile:** Trademark services and tools for efficient, cost-effective management

Brandstock specializes in providing global support to trademark owners by managing assignment projects, renewals, searches with risk assessments. Our benchmarking studies and cost calculation tools save time and reduce your costs. Clients benefit from the professionalism, expertise, communications skills and attentive client service of our Munich-based lawyers, paralegals and specialists who understand your needs and objectives. Brandstock's client account managers and reliable, timely service are the foundations of our "made in Germany" quality trademark.

Website: www.brandstock.com

CheckMark Network**Booth: 10****Profile:** Trademark, Domain, Internet and **Social Media Watching**.

10 years of artfully merging skilled trademark experience with technology has kept CheckMark at the forefront of the evolving world of IP protection. Our global monitoring services include official gazettes, domain names, the World Wide Web and **Social Media Networks**. CheckMark: your global, cross-platform, cross-media, Intellectual Property partner.

Website: www.CheckMarkNetwork.com

Computer Packages Inc.**Booth: 1****Profile:** Serving the Intellectual Property Community Since 1968

CPI systems include unlimited support in US and Europe. Our unique features include annuity service with paperless annuity management and Patent Data Audit Service, essential for acquisitions and divestitures. Our new Real Time Patent System reduces cost, risks and improves patent management by downloading electronic patent office data into your patent system. Our IDS system significantly reduces risk and labor in the management of IDS.

Website: www.computerpackages.com

Corporation Service Company**Booth: 4****Profile:** Trademark, Domain Management and Brand Protection Services

Corporation Service Company provides legal and financial services for many of the world's largest companies, law firms, and financial institutions. Founded in 1899, CSC reduces risks and costs for clients by providing brand protection, corporate governance and compliance, litigation and matter management, and deal and transaction support services. CSC is the only trusted partner that can help you navigate and balance the challenges associated with doing everything from screening and clearing new brands to monitoring and enforcing against infringement. CSC is also ranked number 1 in Quality of Service for domain names and online services according to World Trademark Review.

Website: www.cscglobal.com

Corsearch**Booth: 9****Profile:** Global and local trademark and brand management services and solutions

Corsearch's innovative tools, personalized service and quality research and data enable trademark and brand professionals to effectively manage the trademark screening, search review and watching processes. Corsearch's expansive international reach allows customers to clear trademarks in more than 60 countries worldwide. With its customer-designed technology tools like Corsearch[®] Advantage[™], Corsearch empowers its customers with the ability to easily, quickly and flexibly monitor, clear and protect their brands in an increasingly complex business environment.

Website: www.corsearch.com

Dennemeyer Group**Booth: 5****Profile:** Full Service Global IP Management

For almost 50 years the Dennemeyer Group has been the industry's first choice for full-service, global IP management, and has established itself as the premier resource for comprehensive intellectual asset services.

Dennemeyer offers high-quality Trademark and Patent Portfolio Services, IP Consulting services, temporary staffing services, legal services, and cutting-edge software solutions. Our newest software, DIAMS iQ, combines the advantages of client-server and web-based systems to provide an ease of use, high-performing system that can also be customized by the user.

Website: www.dennemeyer.com

Dependable Solutions, Inc.**Booth: 15****Profile:** Web based licensing management software company

Dependable Solutions, Inc. is the leading provider of brand licensing, royalty and approval systems to licensors, licensing agencies and licensees around the world. Our web based software allows clients to share contract data both inside and outside your company to bring all your employees and partners together on one system.

Website: www.dependablerights.com

DomainTools**Booth: 3****Profile:** Domain Name Research and Monitoring Tools

DomainTools is the recognized leader in domain name research and monitoring solutions. In addition to providing comprehensive snapshots of past and present domain name registration and ownership records, DomainTools also offers in-depth investigative tools that help to uncover and discover everything there is to know about a domain name. DomainTools is a Top 200 site in the Alexa rankings and is based in Seattle, Washington.

Website: www.DomainTools.com

Intellectual Property Online Ltd**Booth: 11****Profile:** Trademark Management, Docketing & Searching Software

WebTMS is Trademark Management and Docketing software with modules for recording details about trademark records, domain names, contracts, disputes, assignments, searches, registered designs, customs recordations and case management.

WebTMS includes features for workflow automation such as report generators, Word and email merge, integrated emails and documents and data downloads from 25 Patent Office sites. Use the system online without any investment in hardware or software, or install it on your own servers.

Website: www.WebTMS.com, www.ippo.com

Kessler International**Booth: 8****Profile:** The Global Leader in Brand Protection

For over twenty three years, Kessler International has been the recognized leader in brand protection, providing services including trademark investigations, trademark acquisitions, Internet monitoring, domain acquisitions, royalty audits, anti-counterfeiting, and anti-diversion. Kessler's expertise provides a swift resolution to the most daunting I.P. issues. Kessler International... because there is a difference.®

Website: www.investigation.com

Marksmen Inc.**Booth Number: 14****Profile:** A world leader in brand protection services

Packing business savvy and undercover know how, Marksmen has inexorably become a worldwide leader in IP investigations, domain brokering and other brand protection services. We keep vigilance the world over for trademark owners from offices in the US along with alliance partners and strategic field assets all over the planet.

Website: www.marksmen.com

Multisearch®, A Knijff Trademark Attorneys Service**Booth: 6****Profile:** Trademark Clearance and Legal Services

Multisearch® is the clearance & search service of Knijff Trademark Attorneys. Since 1989, Knijff Trademark Attorneys is a leading provider of professional trademark services and a preferred firm within Europe, with 59 employees. We offer our clients a dedicated service, professional search reports, profound legal advice and attractive rates. Our client portfolio includes several top 100 multinationals.

Website: www.multisearch.info, www.knijff.com

Patrix**Booth: 16****Profile:** IP Management Software and Renewal Payment Services

Patrix has nearly two decades of experience delivering IP software and service solutions serving clients in more than 50 countries. With our IP management system, Patricia®, and comprehensive payment services, we provide the most cost-effective way for organizations to reduce costs, minimize risk, improve profitability and increase productivity.

Website: www.patrix.com

S.M.D. MARKEUR**Schutz Marken Dienst GmbH****Booth : 13****Profile:** Searching & Monitoring of IP rights

60 years of experience in searching & monitoring of trademarks, company names, domains, patents, industrial designs and titles. Special services: trademark searches with legal opinions (www.i-search.biz) provided by local attorneys with special expertise in the respective territory. Optionally, searches can be ordered online on www.smd-shop.com. Simply select, calculate, confirm!

Website: www.smd-markeur.de

Thomson CompuMark**Booth: 12****Profile:** The global leader in trademark research, brand protection and copyright services.

Thomson CompuMark offers the industry's broadest range of trademark research and brand protection solutions, backed by superior customer service. Innovative products like the SERION® integrated online trademark environment and SAEGIS® online trademark screening help you achieve greater certainty, while reducing the time, cost, and complexity of researching and managing trademark portfolios. 1 800 692 8833

Website: www.trademarks.thomsonreuters.com

The Treadstone Group, Inc.**Booth: 17****Profile:** Global I.P. Investigations and Anonymous Acquisitions

What makes us the most-trusted and leading IP investigation and acquisition firm in the industry? Unmatched practical experience. Founded by a career investigator, who has managed complex investigations worldwide: on the ground, not from a desk. The most knowledgeable and proficient investigators and researchers, expert in trademarks and domain names.

Website: www.TreadstoneGroup.com

Hotel and Travel

Passport and Visa

To facilitate global attendance at INTA meetings, INTA has compiled a short list of [helpful visa tips](#).

All individuals from outside the United States require a valid passport to enter the United States. To determine if you require a visa to enter the United States and the documentation you need, please visit one of the following websites for more details:

http://www.travel.state.gov/visa/temp/without/without_1990.html

<http://www.usembassy.gov>

You will have the opportunity to request a visa letter during the registration process. Please note that you must be registered for the meeting to receive a visa letter.

Hotel

Century Plaza Hyatt Regency

2025 Avenue of the Stars
Los Angeles, California 90067
Phone: +1-310-228-1234
Fax: +1-310-551-3355
Reservations: +1-888-421-1442

Room Rates

INTA has arranged a special meeting rate of:

US \$189.00 Single/Double Occupancy (excluding taxes)

US \$214.00 Triple Occupancy (excluding taxes)

US \$239.00 Quadruple Occupancy (excluding taxes)

US \$239.00 Regency Club (excluding taxes)

Taxes are currently 14.09%

Reservations

To reserve your room, contact Hyatt reservations at 1-888-421-1442. **You must mention the Trademark Administrators Conference to receive the special meeting rate.**

All reservations must be accompanied by one night's deposit, plus tax. The hotel will not hold any reservations unless secured by one night's deposit.

No-shows will be charged one night plus tax.

Reservations are accepted on a first come, first served basis until the room block is filled on or **by Friday, September 2** at which time reservations are accepted on a space and rate availability basis only.

You may cancel your room without penalty up until 24 hours prior to arrival by contacting the hotel directly before 3:00 pm PST.

Pricing

Fees

The program registration fee includes access to all educational sessions, the online meeting portal, a copy of the attendee list, cocktail reception, continental breakfasts, luncheon and refreshment breaks.

	Registration on or before Monday, August 29	Registration after Monday, August 29
Member	US \$750	US \$800
Non-Member	US \$950	US \$1,000
Government	US \$450	US \$450
Student/Professor	US \$225	US \$225

* Tuition assistance registration is not available onsite.

Register

How to Register

ON-LINE REGISTRATION ONLY

Please register online at: www.inta.org/2011TMA

NOTE: Only registrations submitted with valid payments will be accepted. You are not considered registered for the conference until your payment is processed.

ABOUT INTA MEMBERSHIP: INTA member benefits include discounted tuitions to educational events. To find out more about membership costs, benefits and services, please visit www.inta.org/go/membership or contact Peg Reardon, Membership Development Manager

Important Dates

Today	Ensure you have the proper travel documents for travel
Monday, August 29, 2011	Early bird registration rate expires
Friday, September 2, 2011	Cut-off date to reserve a hotel room (based on availability)
Friday, September 16, 2011	Registration cancellation penalties begin
Friday, September 16, 2011	Your name may not appear in the final printed directory if you are not registered by this date
Friday, September 23, 2011	No refunds are given for registration cancellations after this date

Contact Information

Customer Service and Registration Information:	customerservice@inta.org
Program and Event Information:	meetings@inta.org
Continuing Legal Education Information:	cle@inta.org

Policies

Attendee List

To be included in the official attendance list distributed at the meeting, INTA must receive your registration by **Friday, September 16, 2011**.

Badges and Admittance

Only persons registered for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges, may be subject to sanctions up to and including removal from the meeting and revocation of INTA membership.

Tuition Assistance

Tuition assistance may be available to eligible professionals on the basis of financial hardship. For more information and to apply, please request an application from: Tuition Assistance, c/o CLE Administrator, International Trademark Association, 655 Third Avenue, 10th Floor, New York, NY 10017-5617 USA, or send an e-mail to cle@inta.org.

Cancelation and Refund Policies

Full refunds are issued only if a program cancelation is received in writing by **Friday, September 16, 2011**. A cancelation received after that date is subject to a US \$ 100.00 service charge. Due to printing and hotel charges incurred by INTA, no refunds will be issued for this program after **Friday, September 23, 2011** at 5:00 pm (EST).

Please send your cancelation request to customerservice@inta.org.

A Note for Persons with Special Needs

The International Trademark Association accommodates all individuals with disabilities. If you have a special need or request or are in need of auxiliary aids or services, please contact Paula Lee, CMP at plee@inta.org.