Dear **[MANAGER]**,

I would like to request approval to attend the International Trademark Association’s (“INTA”) 2023 Trademark Administrators and Practitioners Meeting (“TMAP”) which is being held from October 1-3, 2023, in Denver, Colorado. [Here is the link](https://www.inta.org/events/2023-trademark-administrators-practitioners-tmap-meeting/) for the TMAP Meeting for your review.

**The TMAP Meeting is the only educational event of its kind** for trademark administrators and practitioners, and is regularly attended by my colleagues in the field who manage trademark portfolios**. I am certain that my participation will be a valuable experience for me, and a smart investment for our [COMPANY/FIRM**], as discussed in more detail below.

**BENEFITS**

By attending the 2023 TMAP Meeting, I will gain the following which will directly benefit my professional development:

| **WHAT I WILL GAIN** | **HOW TMAP 2023 WILL SUPPORT MY DEVELOPMENT** |
| --- | --- |
|  **Expand Professional Network** | Connecting with speakers, leaders, and peers through networking opportunities such as Table Topics, social networking, and corporate meetups.  |
| **Professional Development** | Opportunities to learn how to advance my career and expand my skills and qualifications with career path advice geared directly toward trademark administrators and young practitioners.  |
|  **Leadership Development** | Leadership development opportunities including special sessions presented by the Leadership Development Committee and the Women’s LeadershIP Initiative. |
| **Benchmarking Opportunities** | Practical tools and resources to support my trademark practice including managing a global portfolio, work process improvement, and Diversity, Equity, and Inclusion best practices.  |
|  **Stay Apprised of Trends & IP Issues** | Educational sessions that will offer diverse programming that includes topics such as emerging technology, domain names, non-traditional marks, regional case law updates, and cultural appropriation that will allow me to take back the practical knowledge and insights to our teams and apply immediately. |
| **Business Development (FOR LAW FIRM MEMBERS)** | By representing our firm at this conference, and making new connections, I will be expanding our firm’s global network. |
| **Monitor Technology Trends** | Evaluate new digital products and technology solutions by exploring a wide variety of IP solutions from exhibitors in attendance. |
|  **Community Service** | Giving back to community by volunteering at Project Angel Heart. |

**COSTS**

In order to assist in the budgeting, below is a breakdown of the associated costs which include registration, flight, and hotel.

|  |  |  |  |
| --- | --- | --- | --- |
| **CONFERENCE FEE** | **FLIGHT**  | **HOTEL STAY**  | **ESTIMATED TOTAL** |
| $825.00\*$925.00\*\* | $\_\_\_\_\_ | $219.00/night | $\_\_\_\_\_ |
| \*Price for TMA Committee Members\*\*Price for INTA MembersDiscount available until June 30, 2023 for Early Bird Registration |

 **INVESTMENT**

* I appreciate that my attendance is a financial investment for the **[FIRM/COMPANY]**. However, I am confident that you will see my attendance and participation will not only be a worthwhile investment in my professional development, but it will be a positive return on investment for our **[FIRM/COMPANY]**. For the benefits I will be receiving as outlined above, I believe the costs are minimal and hope to receive your support.
* After the TMAP meeting, I would be happy to present the insights I received and the key takeaways that we can apply immediately to our trademark practice. The TMA Committee will also be able to host a summary session for the **[FIRM/COMPANY]** if needed.

I look forward to hearing back from you. Thank you for your consideration.

**[NAME]**