



Trademark Administrators
and Practitioners Meeting

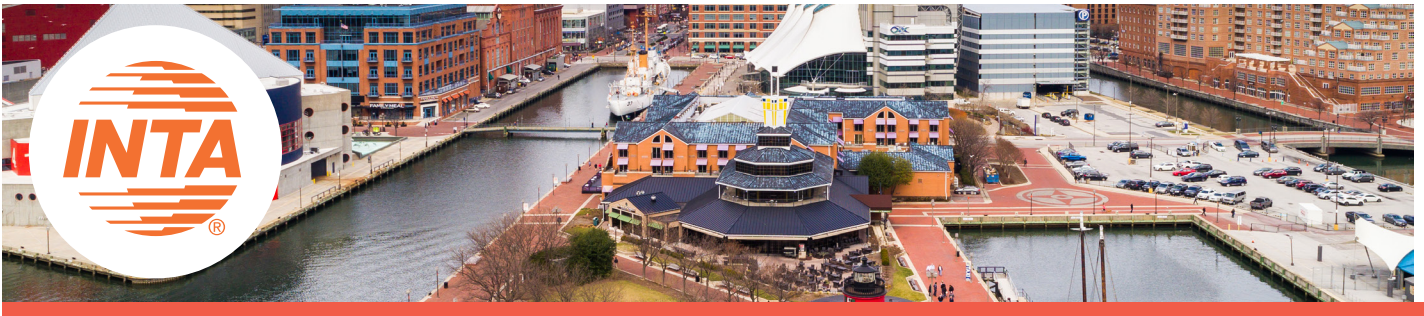


September 27-29, 2026

Inner Harbor | Baltimore, Maryland, USA

Justification Toolkit





2026 Trademark Administrators and Practitioners (TMAP) Meeting

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TMAP Justification Toolkit: How to Make Your Case to Attend

This toolkit includes:

- ▶ What is the TMAP Meeting and who should attend?
- ▶ Hot topics covered at the TMAP Meeting
- ▶ Clear justifications for participation and the return on investment
- ▶ Link to sample justification letter to provide to management

What Is TMAP? The 2026 Trademark Administrators & Practitioners (TMAP) Meeting is this year's must-attend event for trademark administrators, paralegals, young practitioners, and attorneys who oversee global trademark portfolios. INTA is thrilled you are considering joining us in the vibrant and revitalized Inner Harbor of Baltimore, Maryland.

Hot Topics Covered:

The 2026 TMAP Meeting will focus on the practical, operational, and strategic issues most relevant to professionals responsible for managing trademarks and related IP assets. Educational sessions are designed to address:

- **Brand protection and enforcement in evolving marketplaces both online and offline**, including trademark watching, marketplace abuse, dupe culture, and border enforcement strategies
- **Best practices for managing and supporting trademark portfolios**, emphasizing accuracy, accountability, and governance across docketing systems and reporting tools to improve visibility and reduce risk
- **Trademarks in transactions and commercial activities**—examining the role of trademark administrators in due diligence and post-transaction portfolio management to proactively address challenges
- **AI opportunities and risks in trademark administration**, focusing on real-world applications and governance considerations, as well as highlighting the role TMAs play in evaluating and adopting AI tools responsibly for their organization
- **Expanding beyond trademarks**—recognizing the value of other intellectual property rights such as patents, copyrights, and designs, and understanding how a multi-faceted IP portfolio strengthens protection, innovation, and competitive advantage for your organization

- **Evolving legal, regulatory, and procedural developments**—providing targeted insights into jurisdiction-specific changes across key regions, including a dedicated regional updates session and speakers from across jurisdictions
- **Professional development topics tailored to TMAs**, including career growth, leadership, and operational excellence, including a dedicated session focusing on the path from trademark administrator to IP administrator to reflect modern, holistic approaches to IP
- **Interactive peer learning and practical application opportunities**, including the return of daily Lunch & Learn Circles and a new case study session format that allows participants to demonstrate learning, apply concepts, and share experiences in a moderated format

Sessions will emphasize practical insights, peer-to-peer learning, and actionable takeaways that registrants can apply immediately in their roles to support their organizations' trademark strategies.

In addition to the educational content, the Meeting offers a unique opportunity for registrants to expand their international network, connect with top professionals from around the world, and stay ahead of the curve in a rapidly evolving global IP landscape. To support these opportunities, registrants can participate in **Lunch & Learn Circles**. These highly popular sessions take place on each of two days, offering attendees a unique opportunity to engage in focused discussions, share best practices, and connect with peers and industry experts in a relaxed, collaborative environment. Monday's Lunch & Learn Circles will focus on substantive educational topics while Tuesday's will center professional development, mentorship, and dynamic skills.



Justification Information:

WHAT YOU WILL GAIN	HOW THE 2026 TMAP MEETING WILL SUPPORT YOUR DEVELOPMENT
Expand Your Professional Network	Engage with speakers, leaders, and peers through educational sessions and networking opportunities such as Lunch & Learn Circles and Dine Arouds.
Professional Development	Advance your career and enhance your skills and qualifications by obtaining career advice specifically related to TMAs and rising practitioners.
Leadership Development	Participate in leadership development sessions presented by various INTA committees and project teams
Benchmarking Opportunities	Acquire practical tools and resources to support your trademark practice including managing a global portfolio and work process improvements.
Stay Apprised of IP Trends and Issues	Bring back practical knowledge and insights to your team for immediate application by participating in diverse educational programming sessions covering hot topics including emerging trends in trademark practice, portfolio management best practices, evolving legal and procedural developments, and professional skills that support effective trademark operations and business alignment.
Business Development (For Law Firm Registrants)	Connect with like-minded professionals and build meaningful relationships through organic networking and formal structured networking activities.
Explore the Technology Trends	Review and evaluate new digital products and technology solutions by exploring a wide variety of IP solutions from our sponsors.
Community Service	Give back to the local community by volunteering at a charity.

Justify Your Meeting Attendance

To justify meeting attendance, you can show the value of attending TMAP Meeting to your employer by outlining estimated expenses, detailing the benefits you will walk away with from in the Meeting, and by highlighting how you will implement those benefits in your work and career.

Clearly Explain the Cost and Value of Your Registration:

Your registration fees include:

- Access to all educational sessions and the exhibition floor
- Welcome coffee, coffee breaks, and lunch on Monday and Tuesday
- Receptions on Sunday (2 hours) and Monday (1 hour)
- Participation in Lunch and Learn Circles at no additional cost

Outline Meeting expenses:

- Confirm your registration pricing tier on the [pricing matrix](#).

To get the best rate, register by June 26, 2026.

- Include hotel accommodations: INTA has negotiated a discount rate at the Renaissance Baltimore Harborplace Hotel. (Standard Room: \$199/night + tax)
- Evaluate travel costs and research pricing to travel to Baltimore.
- Evaluate the cost of your travel day and evening meals.
- Identify the key topics and skills you want to build at TMAP based on your role and note how you'll apply and share the takeaways with your team.
- Some additional bullet points highlighting benefits of attending the Meeting are also provided above.
- [Download the form letter](#) to draft your justification to your employer.
- Be prepared to present insights and key takeaways after the Meeting to your employer and colleagues.

We look forward to seeing you in Inner Harbor, Baltimore this September.





**International
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Association**