Dear **[MANAGER]**,

I would like to request approval to attend the International Trademark Association’s (“INTA”) 2022 Trademark Administrators and Practitioners Meeting (“TMAP”), which is being held from September 11-13, 2022, in Arlington, Virginia. [Here is the link](https://www.inta.org/events/2022-trademark-administrators-and-practitioners-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 it 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 TMAP Meeting, I will gain the following which will directly benefit my professional development:

| **WHAT I WILL GAIN** | **HOW TMAP 2022 WILL SUPPORT MY DEVELOPMENT** |
| --- | --- |
| **Checkmark with solid fill Expand Professional Network** | Connecting with speakers, leaders, international counsel, and peers via true face-to-face networking opportunities such as Table Topics, social networking and corporate meet-ups. |
| **Checkmark with solid fill 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. |
| **Leadership Development** | Leadership development opportunities including a special session focused on the Women’s LeadershIP Initiative. |
| **Checkmark with solid fill Benchmarking Opportunities** | Practical tools and resources to support [my trademark practice/our team’s trademark work] including work process improvement, managing large projects, working with outside counsel, and utilizing today’s IP technology. |
| **Checkmark with solid fill Stay Apprised of Trends & IP Issues** | The educational sessions will offer diverse programming, including topics such as bad faith filings, designs and copyrights, ADR and mediation, domains, and data privacy. Beyond just keeping us updated on these issues, the sessions will allow me to bounce ideas of others, ask questions of speakers, and ultimately take back practical knowledge and insights to our teams that we can apply immediately. |
| **Business Development** | By representing our [firm/company] at this conference and making new connections, I will be expanding our [firm’s global network/our company/brand’s exposure] |
| **Checkmark with solid fill Monitor Technology Trends** | Evaluate new digital products and technology solutions by exploring a wide variety of IP solutions from providers in attendance. |
| **Community Service** | Giving back to community by volunteering at **[INSERT EVENT]**. |

**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** |
| $875.00\* | $400 | $700 | $ |
| \*Discount available until July 22, 2022, 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.

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

**[NAME]**