



TMAP 2025

Trademark Administrators
and Practitioners Meeting

September 28–30, 2025 | Berlin, Germany



Justification
Toolkit



2025 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 attends?
- ▶ Hot topics covered at the TMAP Meeting
- ▶ Sample justification letter to provide management

What Is TMAP? The 2025 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 Berlin, Germany's vibrant capital.

Hot Topics Covered: No TMAP Meeting is complete without discussing AI. Leveraging our location in Europe, this year's program provides an unmatched opportunity to explore cutting-edge developments in AI legislation and the latest tools transforming the field. The EU's pivotal role in shaping global IP trends makes it the perfect backdrop for navigating pressing topics that impact practitioners worldwide.

Registrants will benefit from high-level sessions on mastering global trademark management amidst political and economic uncertainty, gaining firsthand insights from European IP offices, and navigating the evolving landscape to protect and capitalize on 3D assets and digital creations. The program also delves into critical themes such as green claims and brand integrity, bad faith trademark filings—with lessons from *SkyKick v. Sky*, and the implications of the new EU Design Directive.

Expert-led panels will unpack topics like geographical indications, traditional knowledge, collective trademarks, and trade secrets, and will explore creative strategies for co-branding, licensing, and influencer partnerships. Each session is crafted to equip registrants with the practical tools and global perspective needed to lead their organizations through current and future challenges.

In addition to the educational content, the Meeting offers a unique opportunity for registrants to expand their international network, connect with top professionals from across the EU and beyond, and stay ahead of the curve in a rapidly evolving global IP landscape.

Justification Information:

WHAT I WILL GAIN	HOW THE 2025 TMAP MEETING WILL SUPPORT MY DEVELOPMENT
 Expand Professional Network	Engage with speakers, leaders, and peers through social networking opportunities such as Lunch & Learn Circles and Dine Arounds.
 Professional Development	Advance my career and enhance my skills and qualifications by obtaining career advice specifically in relation to trademark administrators and young practitioners.
 Leadership Development	Participate in leadership development sessions presented by INTA's Leadership Development Committee and The Women's Leadership Initiative.
 Benchmarking Opportunities	Acquire practical tools and resources to support my trademark practice including managing a global portfolio and work process improvements.
 Stay Apprised of Trends & IP Issues	Bring back practical knowledge and insights to our team for immediate application by participating in diverse educational programming sessions covering hot topics including AI in the EU, navigating IP opportunities and challenges, green claims and brand integrity, mastering trademark formalities, navigating global prosecution, co-branding, licensing and influencer partnerships, navigating leadership in new fields of practice, and more.
 Business Development (FOR LAW FIRM MEMBERS)	Connect with like-minded professionals and build meaningful relationships through organic networking and formal structured networking activities.
 Monitor Technology Trends	Review and evaluate new digital products and technology solutions by exploring a wide variety of IP solutions from exhibitors.
 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 learn and walk away from in the Meeting, and by highlighting how you will implement those benefits in your work and career.

Know the Value of Your Registration:



Your registration fees include:

- 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 27, 2025.
- Include hotel accommodations: INTA has negotiated a discount rate at the Mercure Hotel MOA Berlin (Standard Room: EUR €152.00/night + tax (breakfast included))
- Evaluate travel costs and research pricing to travel to Berlin.
- Evaluate your travel day and evening meals.
- Review the [Meeting program](#) and determine key topics that will be beneficial to highlight given your role.
- 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 Berlin this September.