

The American Intellectual Property Association

*Raising the bar...taking IP practitioners
to new heights*

AIPLA

Serving the

Creative and **Legal** Communities

Who is AIPLA?

- Founded in 1897, AIPLA is a national bar association
- AIPLA's focus is to promote and support a *healthy* IP system in a global economy that is **balanced, transparent, and predictable**
- Headquartered in Arlington, VA, just outside of Washington, DC

Who is AIPLA?

- Governed by a 19-member Board of Directors
 - 2016-2017 Executive Management Committee:
 - *President: Mark L. Whitaker, Morrison and Foerster, LLP*
 - *President-Elect: Myra H. McCormick, Johnson & Johnson*
 - *First Vice President, Sheldon Klein, Gray Plant Mooty*
 - *Second Vice President: Barbara A. Fiacco, Foley Hoag, LLP*
 - *Treasurer: Brian H. Bratzli, Merchant & Gold, PC*
 - *Secretary: Kim Van Voorhis, Nike, Inc.*
 - *Immediate Past-President: Denise W. DeFranco, Johnson & Johnson*
- Professional staff of 24

Who are AIPLA members?

- AIPLA represents a diverse spectrum of individuals from:
 - *Law firms*
 - *Companies*
 - *Institutions*

All of whom are involved directly or indirectly in the practice of **patent, trademark, copyright, trade secret, and unfair competition law**, as well as other fields of law affecting intellectual property

- Our members represent both owners and users of intellectual property
- Our community consists of nearly 14,000 professional members worldwide

Our Vision

AIPLA will be an innovator, powerful advocate, and visible global leader in intellectual property law through our commitment to education, outreach, member service, and advocacy.

Our Mission

- *We serve our members*, fostering their professional and leadership development, helping nurture and mentor them as they advance within our profession, keeping them informed in an ever-evolving legal environment, and enriching the diversity of the profession in which we practice, while responding to their personal and professional needs;

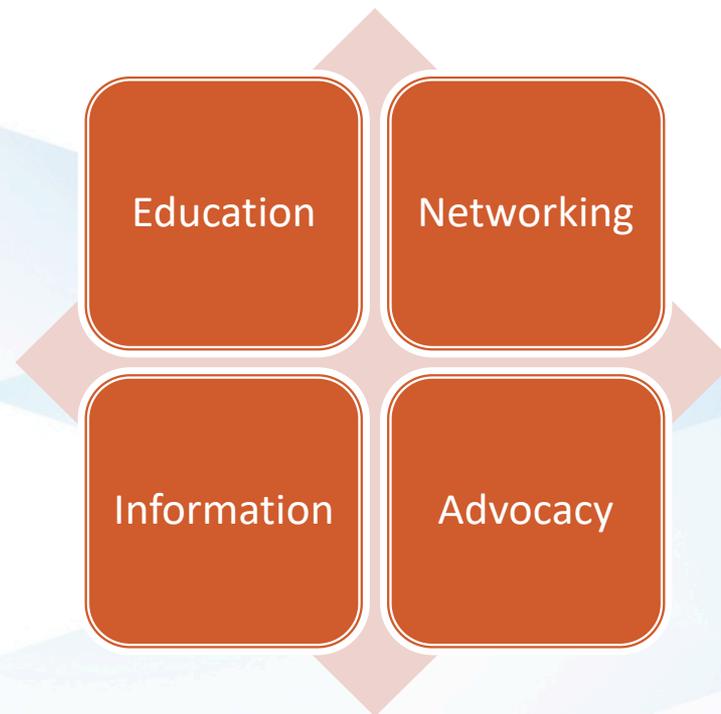
Our Mission

- *We serve public policy leaders*, whose mission is to develop, implement and maintain our intellectual property system, assisting them with objective and unbiased analysis, and helping establish and maintain fair and effective global laws and policies that stimulate and reward innovation and creative works in keeping with the public interest; *and*,

Our Mission

- *We serve the public*, providing education as to the daily value and benefits of a strong intellectual property system that fosters incentives for creativity & innovation, while balancing the public's interest in healthy competition, reasonable costs and basic fairness.

We enable our member to achieve their full potential through...



Education

Excel in your career; earn your required CLEs

- Webinar series
 - CLE, live and pre-recorded
 - **NEW! Member exclusive offer** - Attend all 2017 AIPLA CLE webinars for just \$495 [12+ CLEs]
- Stand-alone education programs
- Stated meetings [Three annually]

Networking

Build a trusted global network

- Online Membership Directory
- 60+ committees
 - Substantive
 - Practice-oriented
- Meetings and events
 - Virtual
 - Face-to-face

Information - *Stay current on news, best practices, and trends*

- *The Report of the Economic Survey* - presents a comprehensive analysis on the business of IP law practice [\$495 value]
- *AIPLA Newsstand* - delivers latest news and information on industry happenings and trends
- *AIPLA Direct* - provides timely, topical updates on the latest legislative and regulatory decisions

Advocacy

Advance and influence domestic and international IP policy

- AIPLA is the respected expert on intellectual property issues before the **US Supreme Court**, the **US Congress**, the **US Patent and Trademark Office**, and the **World Intellectual Property Organization**.

What can AIPLA do for you?

No matter what career stage you find
yourself in today

or

what your professional goals are,

AIPLA membership opens a vast world of
rewarding opportunities for you.

What can AIPLA do for you?

- Strengthen your trusted network;
- Build your competencies and leadership abilities;
- Establish a solid reputation;
- Grow your book of business; *and*,
- Advance your career

How can you join AIPLA?

- Go to www.aipla.org:
 - Apply online
 - Download an application, and
 - Fax | +1.703.415.0786
 - Email | membership@aipla.org
 - Mail | AIPLA, 1400 Crystal Drive, Suite 600, Arlington, VA 22202

Questions: Call us at +1.703.415.0780 or email us at membership@aipla.org.