



2022 ANNUAL MEETING

MARKETING THE INTELLECTUAL PROPERTY BOUTIQUE

SEPT. 21-23, 2022 | HILTON SANTA MONICA HOTEL & SUITES | SANTA MONICA, CA

Wednesday, September 21, 2022

2:00pm – 3:00pm	AIPF Committee Meetings <ul style="list-style-type: none"> ❖ Annual Meeting ❖ Boutique Practice ❖ Membership ❖ Patent ❖ Trademark
3:00pm – 6:00pm	Board of Directors Meeting
7:00pm – 9:00pm	Board of Directors and Annual Meeting Speakers Dinner <i>(By Invitation Only)</i>

Thursday, September 22, 2022

7:30am – 4:50pm	Registration
7:30am – 8:30am	Networking Breakfast
8:30am – 9:00am	Welcome Remarks Introduction by AIPF President, Christopher Agrawal, and Voting of 2022-2023 Officers and Board of Directors
9:00am – 10:00am	Featured Speaker: How to Have the Practice You Want, Not the Practice You Have <ul style="list-style-type: none"> • Jonathan Fitzgarrald, Managing Partner, Equinox Strategy Partners
10:00am – 11:00am	Managing Your Online Reputation <ul style="list-style-type: none"> • Lana Manganiello, Managing Director, Equinox Strategy Partners
11:00am – 11:20am	Refreshment Break
11:20am – 12:20pm	Best Practices in Traditional, Virtual & Social Networking

	<ul style="list-style-type: none"> • Sheenika Gandhi, Director of Marketing, Greenberg Glusker • Adreena Thomas, Director of Marketing, Raines Feldman
12:20pm – 1:30pm	Lunch
1:30pm – 2:30pm	Beyond the Homepage: Making your Website Standout <ul style="list-style-type: none"> • Jeff Roberts, Creative Director, Moiré Marketing Partners
2:30pm – 3:30pm	Moving Your Firm Forward: Strategies for Becoming More Focused and Profitable <ul style="list-style-type: none"> • Tea Hoffmann, Managing Principal, Law Strategy Corp.
3:30pm – 3:50pm	Refreshment Break
3:50pm – 4:50pm	A Whole New World: Ideas for Marketing Your Practice Post COVID <ul style="list-style-type: none"> • Marc Hankin, Founder, Hankin Patent Law (Moderator) • Tiffany Hughes, Director of Marketing, Buchalter • Pooja Nair, Partner, Ervin Cohen & Jessup
6:00pm – 9:00pm	Networking Reception and Dinner

Friday, September 23, 2022

7:45am – 12:45pm	Registration
7:45am – 8:30am	Networking Breakfast
8:30am – 9:30am	Ethical Pitfalls in Legal Marketing <ul style="list-style-type: none"> • David Kramer, Principal, Gemini Risk Partners • Theodore Nittis, Principal, Gemini Risk Partners
9:30am – 10:30am	The Needle in the Haystack: How to Attract the Best Talent <ul style="list-style-type: none"> • Will Werner, Director of Client Services, Decipher (Moderator) • Jennifer Bailey, Shareholder, Erise IP, P.A.
10:30am – 10:45am	Refreshment Break
10:45am – 11:45am	How To Convert PR Opportunities into New Business <ul style="list-style-type: none"> • Cheryl Bame, Principal, BAME Public Relations
11:45am – 12:45pm	Panel: Developing an Effective Foreign Associate Network <ul style="list-style-type: none"> • Peter Brewer, Partner, Thrive IP (Moderator) • Isabelle Girard, Partner and Patent Agent, ROBIC, Canada • Carlos Olarte, Partner, Olarte Moure, Colombia • Anthony Lee, Partner, Madderns Patent & Trade Mark Attorneys
12:45pm – 12:55pm	Closing Remarks Lynn Jordan, Partner, Kelly IP, LLP, and AIPF Vice-President, United States

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