

## 2022 ANNUAL MEETING

### MARKETING THE INTELLECTUAL PROPERTY BOUTIQUE

SEPTEMBER 21-23, 2022  
HILTON SANTA MONICA HOTEL & SUITES  
SANTA MONICA, CA

## 2022 Annual Meeting

### EARLY BIRD REGISTRATION AVAILABLE

Sept. 21-23, 2022 | Hilton Santa Monica Hotel & Suites | Santa Monica, CA, USA

This year's theme is Marketing the Intellectual Property Boutique. Attendees will learn tips and strategies to help their IP boutique stand out from the crowd including best uses of social media, how to have a stand-out website, sharpening networking and rainmaking skills, and attracting the best talent to make their practice succeed.

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# Managing Conflicts of Interest in an IP Boutique

July 20, 2022 | 1:00 PM EST | Zoom

Intellectual property boutiques of any size encounter issues related to conflicts of interest on a frequent basis. This is due to the fact that IP boutiques tend to attract clients from their geographical area, which in turn tend to operate in the same technical spaces. In addition, IP boutiques have patent attorneys with niche technical specialties, which further attracts clients that operate in the same technical spaces. This webinar will discuss the ethical issues related to client intake for IP boutiques.

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## New Trademark Registrations Linked to Future Profitability and Stock Valuation, but Consistently Undervalued by Analysts and Investors

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By **Lauren Byrne**, Hovey Williams, LLP (United States)

“A study recently published in Management Science entitled, “Valuation of New Trademarks,” finds that a public company’s new trademark registrations substantially contribute to the firm’s long-term valuation but are notoriously undervalued by analysts and investors.<sup>1</sup> This conclusion is reflected in the study’s findings that public companies engaging in new trademark activity before the U.S. Patent and Trademark Office (“USPTO”) consistently exhibit higher subsequent profitability, analyst forecast errors, and abnormal stock returns.”

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## MEMBER NEWS

### **Bookoff McAndrews, PLLC**

*"The Legal 500 Recognizes BoMc as a "Leading Firm" in its 2022 Patent Rankings"*

"For the third year in a row, BoMc achieves national distinction from The Legal 500 for patent prosecution (including re-examination and post-grant proceedings)."

[Click here to read more.](#)



### **FB Rice**

*"FB Rice wins big at the Managing IP APAC Awards 2022"*

"On Wednesday 1 June 2022 Managing IP awarded FB Rice 'Australian Patent Prosecution Firm of the Year', and "New Zealand Impact Case of the Year" 2022."

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### **Kelly IP**

*Kelly IP is Recognized in the 2022 World Trademark Review 1000 and Managing Intellectual Property*  
Six Kelly IP lawyers are recognized in the 2022 World Trademark Review 1000. In addition, Kelly IP is again recognized as a Top-Tier "Gold" National Trademark Firm by the 2022 World Trademark Review 1000, as well as by Managing Intellectual Property's IP Stars as a Tier 1 National Trademark Firm for Both Litigation and Prosecution.

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## FEATURED BLOGS



### [USPTO Issues Update on Relations with Russian Patent Office](#)

*IPWatchdog.com Blog*

May 05, 2022

IPWatchdog



## [Legislative Reform of the Digital Landscape—Bill C-18 Online News Act Now Introduced](#)

*ROBIC Publications*

May 25, 2022

Élisabeth Lesage-Bigras



## [Red Flags for Any Trademark Application](#)

*iPelton Blog*

May 30, 2022

Erik M. Pelton

# CURRENT MEMBERS

Adrian M Trioli - Intellectual Property | Aird & McBurney | Allen, Dyer, Doppelt, Milbrath & Gilchrist  
Antequera Parilli & Rodriguez | Aperio IP Attorneys | Arochi & Lindner | Backstrom & Co. Attorneys  
Batavia Patentservice Asia | Bookoff McAndrews | Booth Udall Fuller | Cahn & Samuels, LLP  
Cervieri Monsuarez | Clifford Gouldson Lawyers | de Chalains | Dumont | Endurance Law Group  
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KETNER Legal Consultancy, Representation & Protection | KRIA Law | Laminar IP  
Law Firm of Stuart S Levy | Leveque IP Law, P.C. | Lex Intels IP Law Firm | LEXT Intellectual Property  
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To be eligible for AIPF membership, the applicant law firm must specialize in intellectual property law according to one of the following criteria:

-At least 50% of the firm's attorneys are registered to practice before the USPTO or before their home country's Patent and Trademark Office

**OR**

-The firm devotes a majority of its practice to intellectual property law

\*AIPF annual membership runs from January 1 to December 31 and is prorated from January 1. Membership is by firm, not by individual.

Inviting Like-Minded Firms To Join Us:   

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