

## 2022 AIPF ANNUAL MEETING

### MARKETING THE INTELLECTUAL PROPERTY BOUTIQUE

SEPTEMBER 21-23, 2022

HILTON SANTA MONICA HOTEL & SUITES  
SANTA MONICA, CA

## 2022 Annual Meeting

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

The 2022 Annual Meeting will provide strategies for the IP Boutique in its marketing and firm management. Speakers will discuss managing your online reputation, having the practice you want, IP Boutique websites, marketing your practice post-covid, ethical pitfalls in legal marketing, converting PR opportunities into new business, developing an effective foreign associate network, how to attract the best talent, and best practices in traditional, virtual, and social networking.

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## Mexican Trademark Law Update

 **September 7,  
2022**

 **1:00 PM ET**

 **Duration: 1 Hour**

**Moderator:**

Kelu Sullivan, Kelly IP, United States

**Speaker:**

Paula Guerrero, PGG, Mexico

Christian Thomae, Dumont, Mexico

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# The High Court of Australia hedges its bets in the Aristocrat case

. . . . .

By **Matt Adams**, FB Rice (Australia)

"The High Court of Australia has just issued a decision in an appeal by Aristocrat Technologies in Aristocrat Technologies Australia Pty Ltd v Commissioner of Patents [2022] HCA 29. A decision that was meant to provide some guidance as to what is eligible subject matter and what isn't. However, we're not sure that's the case..."

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### **Bookoff McAndrews, PLLC**

*"BoMc Celebrates its 10 Year Anniversary"*

"Today, BoMc celebrates its 10 year anniversary. In its first decade, BoMc has earned the admiration and trust of peers and clients with its thoughtful approach to patent prosecution and counseling."

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### **FB Rice**

*"IAM Patent 1000 2022 recommends FB Rice and an impressive list of individuals"*

"FB Rice ranks Gold for Patent Prosecution Firms in Australia and has ten Recommended Individuals and one Highly Recommended Individual across the firm, including the IAM Patent 1000 debut of two partners in our biotechnology practice."

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### **Rothwell, Figg, Ernst & Manbeck, P.C.**

*"Rothwell Figg Ranks in Top Tier for Patent Prosecution and Litigation in MIP IP Stars 2022"*

"The IP Stars 2022 rankings by Managing Intellectual Property (MIP) include Rothwell Figg in the top tier for Patent Contentious and Patent Prosecution in the District of Columbia."

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# FEATURED BLOGS



## [District Court Denies Preliminary Injunction Requested Under Reverse Confusion Theory Following PepsiCo Ruling](#)

IPWatchdog.com Blog

July 27, 2022

Eileen McDermott



## [Important Amendments to the Competition Act: An Overview](#)

ROBIC Publications

July 21, 2022

Caroline Jonnaert and Jason Moscovici



## [Copyright Concerns When Using Others to Create Content](#)

iPelton Blog

July 14, 2022

Erik M. Pelton

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-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.

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