

Dear Bugle Readers –

I hope you're having a great summer!

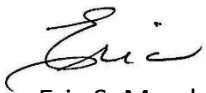
Now that we are heading into August, I want to remind you that this year's AIPF Annual Meeting is coming up soon. This year, for the first time, the AIPF Annual Meeting will be held on the West Coast in San Francisco on September 14 and 15 at the Marriott Fisherman's Wharf.

While the AIPF strides to provide great, informative programs year after year, I really think the congeniality of the participants that sets this meeting apart from other IP events. It's a great occasion to learn and share with like-minded people, from IP firms from around the world, who are facing similar issues and challenges. Moreover, it's an opportunity to have significant one-on-one interactions and to develop lasting relationships with friends from other firms.

The theme of our 2017 Annual Meeting is "An Age of Uncertainty: How do Boutique IP Firms Respond?" The conference will feature talks and panel discussions on both substantive legal topics and, more importantly, the business of running a boutique IP-firm. This year, we've put together a very special afternoon program on September 14, entitled "Social Media & Personal Branding Essentials." This program will guide attendees through an innovative and interactive roundtable on how IP boutiques and attorneys can improve their personal branding and messaging. Our featured speaker is Susan Kostal, an award-winning writer, editor, business development strategist and media coach, who will direct attendees on how to best utilize social media platforms to convey effective and compelling messages to their audiences. If you've been wondering why your social media platforms aren't working for you, then you will not want to miss this hands-on workshop.

I look forward to seeing you in San Francisco. Be sure to register online now at [AIPF.com](http://AIPF.com).

Best regards.



Eric S. Marzluf  
President, AIPF  
Caesar Rivise, PC  
Philadelphia, PA