

LAIPLA Sponsorship Opportunities September 2018 Through December 2019

For more than 80 years, the Los Angeles Intellectual Property Law Association (LAIPLA) has been one of the nation's preeminent intellectual property law organizations, serving the needs of the local IP community. We have over 900 members that range from law firms, to solo practitioners, to government and in-house attorneys alike.

We offer a diverse array of programming, including three full-day seminars that cover legal issues relevant to patent, copyright, trademark, trade secrets and other areas of IP. We also provide programs geared toward bringing the judiciary and the local IP bar together, with our Judges' Night Gala and our LAIPLA Goes to Court Program. We additionally have initiated programs targeted to membership sub-groups such as Young Lawyers, Women in IP, and Small Firm and Solo Practitioners.

For the past four years, LAIPLA has been a vanguard in promoting diversity in the IP legal community, by awarding annually the LAIPLA Diversity Fellowship which provides a \$6,000 stipend for a law student to work for 10 weeks in an in-house legal department at a participating company. LAIPLA is pleased to announce and congratulate this year's recipients of LAIPLA's Diversity Fellowship, Chloe Stepney and Joe Barrientos. We want to thank Boardriders Inc. and Edwards Lifesciences for hosting the Fellows this summer. We also want to recognize and thank this year's sponsors, Arent Fox LLP and Stradling Yocca Carlson & Rauth P.C., who made these Fellowships possible by providing the stipends for the Fellows.

As a non-profit organization that is continually growing to meet the needs of its membership, LAIPLA relies on the financial support of our generous Sponsors. This support is vital to our ability to continue to offer high-caliber, top-notch programming, including:

Spring Seminar: The premier LAIPLA event of the year, Spring Seminar features panel discussions on the latest developments in intellectual property law. Spring Seminar also provides excellent networking opportunities at cocktail receptions and dinners, and allows sufficient time for relaxation and enjoyable outdoor activities, including a golf outing organized specifically for LAIPLA attendees.

Judges' Night Gala: Traditionally held in the historic Biltmore Hotel, our biggest night of the year honors those members of the judiciary who handle intellectual property matters. It also features an interactive discussion of current topics with a panel of prominent judges. At the Gala, LAIPLA presents its Public Service Award to a California Federal or State Court judge who has made a significant contribution to the community.

Washington in the West: This program, now in its 23rd year, is a one-day seminar for patent prosecutors and practitioners appearing in matters before the PTAB. Typically held at the beautiful

Luxe hotel, this program affords patent practitioners a unique forum to discuss issues directly with USPTO representatives.

TechTainment: A unique full-day seminar offered in conjunction with Loyola Law School, TechTainment focuses on how cutting-edge technology affects the entertainment industry. Now in its fourth year, this program will take place at the brand new LMU School of Film and Television in the heart of Silicon Beach.

Women in IP: We also offer programs geared toward promoting diversity as well as the advancement of women in the legal profession and which include networking opportunities.

We are changing our sponsorship structure this fall as LAIPLA transitions to a calendar-year format for 2019. This list of sponsorship opportunities will therefore cover events beginning with the **Members-Only Welcome Back Mixer** in September 2018 all the way thru to the **Members-Only Holiday Party** in December 2019. A similar mix of single-event and multi-event sponsorship packages will be available, as well as our Diamond Sponsorship for 2019.

**Members-Only Welcome Back Mixer (September 12, 2018 – Arts District Brewing Co.,
Downtown LA)**

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Silver Sponsor (\$750)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

TechTainment 4.0 (Nov. 8, 2018 –LMU School of Film and Television, Silicon Beach, CA)

Bronze Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Silver Sponsor (\$1,000)

All of the benefits of the Bronze Package, plus:

- Sponsor's table for two representatives to distribute marketing materials

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- 2 tickets to the Event (additional tickets can be purchased at member rate)
- Opportunity to speak at the Event (2 minutes)

Lunch Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Lunch Sponsor" with name and logo
- Acknowledgment in Promotions as Lunch Sponsor

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Members-Only Holiday Party (December 4, 2018 – Magic Castle)

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Silver Sponsor (\$750)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Washington in the West (January 2019 – Location TBD)

Bronze Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Silver Sponsor (\$1,000)

All of the benefits of the Bronze Package, plus:

- Sponsor's table for two representatives to distribute marketing materials

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- 2 tickets to the Event (additional tickets can be purchased at member rate)
- Opportunity to speak at the Event (2 minutes)

Lunch Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Lunch Sponsor" with name and logo
- Acknowledgment in Promotions as Lunch Sponsor

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Judges' Night Gala (March 2019 – Location TBD)

Silver Sponsor (\$750)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Sponsor's table for two representatives to distribute marketing materials
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the Event
- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table

Spring Seminar (May 2019 – Location TBD)

Non-Exclusive Sponsorships—see below

Promotional Sponsor (\$800)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Seminar Sponsors (\$2,000)

All of the benefits of the Promotional Sponsor Package, plus:

- Sponsor's table for two representatives to distribute marketing materials
- Acknowledgement from podium during the program
- Invitation for two to all meals and social events such as Friday and Saturday cocktail receptions, Friday Poker Night, Saturday Dinner & Entertainment and Saturday Night President's Suite Party and exclusive Friday Night Speaker's Dinner.
- Ability to purchase unlimited seminar registrations at member price.

Seminar Saturday Night Dinner Sponsors (\$2,750)

All of the benefits of the Seminar Sponsor Package, plus:

- Prominent signage at the Saturday Dinner
- Opportunity to speak at Saturday Dinner (2 minutes)

Exclusive Sponsorships (\$2,500 - \$3,500)

All of the benefits of the Seminar Sponsor Package, plus:

- Acknowledgment in Promotions as Sponsors indicated below
- Specific features indicated below:

Friday Cocktail/Reception Sponsor (\$3,500)

- Prominent signage at the Friday Reception Hour
- Opportunity to speak at Friday Reception Hour (2 minutes)

Friday Speakers' Dinner Sponsor (\$3,500)

- Prominent signage at exclusive Friday Speaker's Dinner
- Invitation for two to the Friday Speakers' Dinner
- Opportunity to speak at Speakers' Dinner (2 minutes)

Friday Poker Night Sponsor (\$3,500)

- Prominent signage at the Friday Poker Night
- Opportunity to speak at Poker Night (2 minutes)

Saturday Breakfast Sponsor (\$2,500)

- Prominent signage at the Saturday Breakfast
- Opportunity to speak at Saturday Breakfast (2 minutes)

Saturday Lunch Sponsor (\$3,000)

- Prominent signage at the Saturday Lunch
- Opportunity to speak at Saturday Lunch (2 minutes)

Saturday Golf Tournament Sponsor (\$3,000)

- Prominent signage at Golf Tournament
- Invitation for two to the Golf Tournament on Saturday

Saturday Cocktail/Reception Sponsor (\$3,000)

- Prominent signage at the Saturday Reception Hour
- Opportunity to speak at Saturday Reception Hour (2 minutes)

Saturday President's Suite Party (\$3,000)

- Prominent signage at President's Suite Party
- Opportunity to speak at Saturday President's Suite Party (2 minutes)

Sunday Breakfast Sponsor (\$2,500)

- Prominent signage at the Sunday Breakfast
- Opportunity to speak at Sunday Breakfast (2 minutes)

Women in IP (Fall 2018, Spring 2019, Fall 2019)

Silver Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,000)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$1,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Members-Only Welcome Back Mixer (September 2019 – Location TBD)

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Silver Sponsor (\$750)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

TechTainment 5.0 (Fall 2019 – Location TBD)

Bronze Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Silver Sponsor (\$1,000)

All of the benefits of the Bronze Package, plus:

- Sponsor's table for two representatives to distribute marketing materials

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- 2 tickets to the Event (additional tickets can be purchased at member rate)
- Opportunity to speak at the Event (2 minutes)

Lunch Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Lunch Sponsor" with name and logo
- Acknowledgment in Promotions as Lunch Sponsor

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Members-Only Holiday Party (December 2019 – Location TBD)

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Silver Sponsor (\$750)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Platinum Sponsorship 2018

Platinum Sponsorship allows sponsors to purchase bulk packages that best meet the interests of their clients.

Platinum Washington in the West 2019 Sponsorship (\$3,500)

All of the benefits of the Gold Packages at the following four premier events:

- **Washington in the West 2019**
- **TechTainment 4.0: Technology & Entertainment Seminar 2018**
- **Welcome Back Mixer 2018**
- **Members-Only Holiday Party 2018**

Platinum Judges' Night Gala 2019 Sponsorship (\$3,500)

All of the benefits of the Gold Packages at the following four premier events:

- **Judges' Night Gala 2019**
- **TechTainment 4.0: Technology & Entertainment Seminar 2018**
- **Welcome Back Mixer 2018**
- **Members- Only Holiday Party 2018**

Platinum Sponsorships 2019

Platinum Sponsorship allows sponsors to purchase bulk packages that best meet the interests of their clients.

Platinum Washington in the West 2020 Sponsorship (\$3,500)

All of the benefits of the Gold Packages at the following four premier events:

- **Washington in the West 2020**
- **TechTainment 5.0: Technology & Entertainment Seminar 2019**
- **Welcome Back Mixer 2019**
- **Members-Only Holiday Party 2019**

Platinum Judges' Night Gala 2020 Sponsorship (\$3,500)

All of the benefits of the Gold Packages at the following four premier events:

- **Judges' Night Gala 2020**
- **TechTainment 5.0: Technology & Entertainment Seminar 2019**
- **Welcome Back Mixer 2019**
- **Members-Only Holiday Party 2019**

Diamond Sponsor 2018

Diamond Sponsorship (\$10,000)

All of the benefits of the Gold Packages (and Seminar Saturday Dinner Sponsor Package for Spring Seminar, a \$2750 value) at the following six Diamond events:

- Welcome Back Mixer (2018)
- TechTainment 4.0: Technology & Entertainment Seminar (2018)
- Members-Only Holiday Party (2018)
- Washington in the West (2019)
- Judges' Night Gala (2019)
- Spring Seminar (2019)

Offers:

- Opportunity to speak at each premiere event, including Spring Seminar Saturday Dinner (2 minutes per event).
- Free membership for all Sponsor Employees in LAIPLA for the 2018 season as non-members.
- Banner promotion on new revamped LAIPLA website. Banner can change twice per year.
- Acknowledgment in Promotions for all Diamond Events as Diamond Sponsor.

Diamond Sponsor 2019

Diamond Sponsorship (\$10,000)

All of the benefits of the Gold Packages (and Seminar Saturday Dinner Sponsor Package for Spring Seminar, a \$2750 value) at the following six Diamond events:

- Welcome Back Mixer (2019)
- TechTainment 5.0: Technology & Entertainment Seminar (2019)
- Members-Only Holiday Party (2019)
- Washington in the West (2020)
- Judges' Night Gala (2020)
- Spring Seminar (2020)

Offers:

- Opportunity to speak at each premiere event, including Spring Seminar Saturday Dinner (2 minutes per event).
- Free membership for all Sponsor Employees in LAIPLA for the 2019 season as non-members.
- Banner promotion on new revamped LAIPLA website. Banner can change twice per year.
- Acknowledgment in Promotions for all Diamond Events as Diamond Sponsor.

FOR MORE INFORMATION CONTACT

LAIPLA SPONSORSHIP COMMITTEE CHAIR

Sean Casey (scasey@buchalter.com)

OR

LAIPLA SPONSORSHIP COMMITTEE MEMBERS

Laura Burson (lburson@sheppardmullin.com)

Ashe Puri (apuri@foxrothschild.com)

OR

LAIPLA Office (office@laipla.net)