

LAIPLA Sponsorship Opportunities
(September 2020 Through June 2021)

About LAIPLA:

Established in 1934, the Los Angeles Intellectual Property Law Association (LAIPLA) is one of the nation's preeminent intellectual property law organizations. LAIPLA has over 1,000 members including lawyers at small and large law firms, companies, and government agencies.

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

Overview of Events:

LAIPLA's calendar of events is available at <https://www.laipla.net/events/>. LAIPLA has four different types of events that attract sponsors:

1. Special 90–120 minute members-only events that are usually entirely social (e.g., Welcome Back Mixer, Holiday Party)
2. Regular 60–90 minute meetings that focus on a legal issue of interest to Patent, Copyright, Trademark, or Transactional lawyers
3. Regular 60–90 minute meetings that focus on an issue of interest to Women in IP or Solo/Small Firm lawyers
4. Larger events over 120 minutes long (e.g., TechTainment, Washington in the West)

Due to COVID-19, LAIPLA expects to hold its events online through at least January 2021. At this time, LAIPLA has not made a decision about whether or not its annual Judges' Night Gala (usually held in February) and Spring Seminar Retreat (usually held in May) will be held in 2021.

Summary of Sponsorship Opportunities:

The following pages provide a summary of the sponsorship opportunities available for each event, as well as package sponsorship opportunities covering multiple events, such as LAIPLA's premier sponsorship package, the Diamond Sponsorship.

Contact for Sponsorship:

For any questions about sponsorship, please email sponsorship@laipla.net.

Members-Only Social Events

(e.g., Welcome Back Mixer in September, Holiday Party in December)

These are special 90–120 minute events open only to LAIPLA members and event sponsors. They are usually entirely social (e.g., Welcome Back Mixer in September, and Holiday Party in December).

At each members-only social event, the following sponsorships are available:

Benefits	Exclusive Sponsor (\$2,500)	Gold Sponsor (\$1,000)	Silver Sponsor (\$500)
Sponsor’s name displayed on webpage for event and emails for the event?	●	●	●
Number of free tickets to the event (and can purchase additional tickets at member rate)	2	2	1
Opportunity to speak at event?	●	●	
Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?	●		

The Exclusive Event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

**Regular meetings for Patent, Copyright, Trademark, or Transactional lawyers
(September to June 2020)**

Each regular meeting is 60–90 minutes long and focuses on a legal issue of interest to Patent, Copyright, Trademark, or Transactional lawyers. The schedule for the regular meetings is:

	<u>Fall/Winter meeting</u>	<u>Spring meeting</u>
Trademark:	September	March
Patent:	October	April
Transactional:	November	May
Copyright:	January	June

At each regular meeting, the following sponsorships are available:

Benefits	Exclusive Sponsor (\$1,500)	Gold Sponsor (\$750)	Silver Sponsor (\$350)
Sponsor's name displayed on webpage for event and emails for the event?	●	●	●
Number of free tickets to the event (and can purchase additional tickets at member rate)	2	2	1
Opportunity to speak at event?	●	●	
Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?	●		

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

Regular meetings for Women in IP (Fall and Spring)

Each regular meeting for Women in IP is 60–90 minutes, with one meeting in the Fall and one in Spring.

At each Women in IP meeting, the following sponsorships are available:

Benefits	Exclusive Sponsor (\$1,500)	Gold Sponsor (\$750)	Silver Sponsor (\$350)
Sponsor's name displayed on webpage for event and emails for the event?	●	●	●
Number of free tickets to the event (and can purchase additional tickets at member rate)	2	2	1
Opportunity to speak at event?	●	●	
Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?	●		

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

Regular meetings for Solo / Small Firm lawyers (Fall and Spring)

Each regular meeting for Solo / Small Firm lawyers is 60–90 minutes, with one meeting in the Fall and one in Spring.

At each Solo / Small Firm meeting, the following sponsorships are available:

Benefits	Exclusive Sponsor (\$1,000)	Gold Sponsor (\$500)	Silver Sponsor (\$250)
Sponsor’s name displayed on webpage for event and emails for the event?	●	●	●
Number of free tickets to the event (and can purchase additional tickets at member rate)	2	2	1
Opportunity to speak at event?	●	●	
Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?	●		

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

Large Events (e.g., TechTainment, Washington in the West)

Please email sponsorship@laipla.net if you are interested in sponsoring any of LAIPLA's large annual events. Additional details will be provided later about sponsorship opportunities for each of LAIPLA's large annual events.

LAIPLA typically has four large events each year:

- **TechTainment** (October or November): A unique full-day seminar offered in conjunction with Loyola Law School, TechTainment focuses on how cutting-edge technology affects the entertainment industry.
- **Washington in the West** (January): Now in its 25th year, Washington in the West is a one-day seminar for patent and trademark practitioners appearing in matters before the Patent Office. This program affords practitioners a unique forum to discuss issues directly with USPTO representatives.
- **Judges' Night Gala** (February): Traditionally held in the historic Biltmore Hotel, the Judges' Night Gala 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 member who has made a significant contribution to the public good.
- **Spring Seminar Retreat** (May or June): The premier LAIPLA event of the year, the Spring Seminar Retreat features panel discussions on the latest developments in intellectual property law. It also provides excellent networking opportunities at cocktail receptions and dinners, and allows time for relaxation and enjoyable outdoor activities, including a golf outing organized specifically for LAIPLA attendees.

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**Diamond Sponsorship
(Multiple events from September 2020 to June 2021)**

Diamond Sponsorship (\$7,500)

Includes “Gold” benefits (or equivalent) at:

- Welcome Back Mixer (September)
- TechTainment (October or November)
- Washington in the West (January)

Includes “Silver” benefits at:

- Trademark meetings (September and March)
- Patent meetings (October and April)
- Transactional meetings (November and May)
- Copyright meeting (January and June)
- Women in IP meetings (Fall and Spring)
- Solo / Small Firm meetings (Fall and Spring)

Also includes:

- Promotion on LAIPLA homepage, laipla.net, and marketing materials.
- Free membership for all Sponsor Employees in LAIPLA for 2020–2021.