

## Trademark Administrators & Practitioners Meeting

**Presented by the International Trademark Association**

October 12–15, 2014

Staff attorney Merilee Arevalo will participate in the discussion "Career Advancement and Building Relationships" at 1:30 p.m. on Monday, October 13. Panelists will share practical tips for both trademark administrators and young practitioners, including how to advance your career and the keystones to good client relationships. The session will also address prioritizing your limited time with a focus on proactivity, responsiveness and communication.

Associate Michael Justus will participate in the discussion "Cease What?" at 11:00 a.m. on Tuesday, October 14. The panel will address ways in which trademark administrators and young practitioners can assist in managing communication and can develop action plans by collaboratively addressing potential infringement from all perspectives.

Also on Tuesday, Michael will participate in the discussion "TMA & YP in Litigation/Working Together" at 1:30 p.m. The panelists will share strategies about working as a team to deliver the most effective results, in addition to how to conduct investigations and respond to discovery requests.

For more information, click [here](#).