**Adjust the below to fit your needs and then either print or email it to your boss.**

Dear XXX,

I would like to attend the upcoming IP Trademark, Copyright & Licensing Counsel Forum (http://www.corpcounsel.com/iptrademark) even in New York, NY this November 1-2 at the Metropolitan Club New York.

IP Trademark, Copyright & Licensing Counsel Forum focuses on the latest intellectual property enforcement, risk management, litigation and brand protection strategies that can be implemented immediately to save our team time, money and protect our company from future threats. I’ll be able to apply what I have learned to <Insert Key Project or Goal>.

Here is a link to the conference topics – (http://www.corpcounsel.com/iptrademark) and here are some topics that I think would be particularly valuable to our efforts here:

<Insert Your Top Sessions>

For example:

* Live Social Media Demo
* Trademark Licensing
* Protecting IP Assets in the Cloud
* Utilizing Alternative Fee Arrangements to Reduce IP Litigation Costs
* Understanding the Laws Governing Charitable Sales Promotions and Licensing

There are several sessions over the two days that will benefit my knowledge, and by extension, the collective knowledge of our team and organization. The program is packed with tips, tools, and case studies that can help us learn the latest strategies to protect our company’s most valuable asset.

Attending this event won’t require a lot of time out of the office, and I’ll return with valuable new knowledge and skills that can be applied at <Your Company Name>. By sharing what I learn with my co-workers, my attendance at IP Trademark Counsel Forum will be beneficial to our team and entire organization.

If I register before August 26, 2016, I will get a discount on my registration!

Please let me know if you have questions about this event. I appreciate your time and consideration.

Regards,

Your name