

EIP



Partners attend 133rd INTA annual meeting in San Francisco

Partners Alice Mastrovito and Heather McCann represented EIP at the trademark community's premier networking event: the International Trademark Association ([INTA](#)) annual meeting.

Alice and Heather were among many thousands of delegates from 140 countries who attended the 133rd INTA annual meeting in San Francisco from 14-18 May 2011. The event includes more than 100 exhibitors and a comprehensive program of sessions covering topics relevant to the trademark community, including trademarks in the virtual world, ethical issues surrounding social media and combating counterfeit goods. Networking is also an important part of the proceedings.

Alice Mastrovito, head of EIP Brands, said: "The annual meeting is a great opportunity to meet up with attorneys throughout the world. Professional contacts are made and renewed and some outstanding hospitality is offered by international law firms.

"Most notably in San Francisco, [Alston & Bird](#) served the best roast beef ever in the beautiful Waterbar restaurant overlooking the Bay; [Bereskin & Parr](#) entertained with great music in the imposing Bently Reserve; [BLG](#) topped the hosting stakes on a drizzly Tuesday afternoon in the cool 620 Jones bar; and [BM&A](#) served legendary Espresso Martinis in the exclusive Lusk restaurant. The [Knobbe Martens](#) reception, held in the San Francisco Opera House was reported as one of the star attractions."