



SUNDAY, SEPTEMBER 22

- 11:30 am–12:30 pm**
A Journey Through Art!
(pre-registration required)
Offsite
- 12:00 pm–7:30 pm**
Badge Collection and
Information Desk
Millennium Foyer
- 12:15 pm–2:15 pm**
Axe It Out: Networking
with a Twist!
(pre-registration required)
Offsite
- 1:00 pm–2:00 pm**
A Journey Through Art!
(pre-registration required)
Offsite
- 1:00 pm–3:00 pm**
Target Triumph: Aim, Shoot, Win!
(pre-registration required)
Offsite
- 1:00 pm–4:30 pm**
Brew Tour Nation!
(pre-registration required)
Offsite
- 5:00 pm–7:00 pm**
Welcome Reception and Meet
the Exhibitors
Millennium Hall
- 7:30 pm–9:30 pm**
2024 TMAP Dine Around
(pre-registration required)
Offsite

MONDAY, SEPTEMBER 23

- 7:00 am–8:00 am**
Zumba Class
Lescaze (33th floor)
- 7:30 am–6:00 pm**
Badge Collection and
Information Desk
Millennium Foyer
- 8:00 am–8:45 am**
Breakfast in the Exhibition Hall
Millennium Hall
- 8:00 am–5:00 pm**
Exhibition Hall Open
Millennium Hall
- 8:45 am–9:00 am**
Welcome Remarks and Co-Chair
Overview of the Day
Regency Ballroom
- 9:00 am–9:30 am**
Keynote | Leadership, Resilience,
and Embracing Change: Fireside
Chat with Ayala Deutsch
Regency Ballroom
- 9:30 am–10:30 am**
Session 1 | The Power of AI: What
TMAs Need to Know
Regency Ballroom
- 10:30 am–11:00 am**
Networking Break
Millennium Hall
- 11:00 am–12:00 am**
Session 2 | Geopolitics,
Embargos and Sanctions:
Managing a Trademark Portfolio
in a Volatile Market
Regency Ballroom
- 12:15 pm–1:15 pm**
Lunch and Learn Circles
Commonwealth
- 1:30 pm–2:15 pm**
Session 3 | USPTO: An Overview
of the Last Year and a Preview of
the Year to Come
Regency Ballroom
- 2:30 pm–3:30 pm**
Session 4 | Let's Get Real: Top
Anticounterfeiting Tips
Regency Ballroom
- 2:30 pm–3:30 pm**
Session 5 | The Power Play:
Maximizing Your Brand's Potential
with NIL and Trademark Law
Commonwealth
- 3:30 pm–4:00 pm**
Networking Break
Millennium Hall
- 4:00 pm–5:00 pm**
Session 6 | Licensing 101: It Is All
Fun and Games Until...
Regency Ballroom
- 4:00 pm–5:00 pm**
Session 7 | Influencer Co-
branding: Pros and Cons from the
Marketing and Legal Perspectives
Commonwealth
- 5:00 pm–7:30 pm**
Philly's Cheesesteak Secrets
Revealed!
(pre-registration required)
Offsite
- 5:00 pm–8:00 pm**
MANNA Meal Packing and
Prep Volunteers
(pre-registration required)
Offsite
- 5:15 pm–6:00 pm**
Session 8 | Negotiating (and
Persevering!) for Success:
How Women Can Advocate for
Themselves in the Workplace
Regency Ballroom

TUESDAY, SEPTEMBER 24

- 7:30 am–3:00 pm**
Badge Collection and
Information Desk
Millennium Foyer
- 8:00 am–8:45 am**
Breakfast in the Exhibition Hall
Millennium Hall
- 8:00 am–11:30 am**
Exhibition Hall Open
Millennium Hall
- 8:45 am–9:00 am**
Welcome Back Remarks and
Co-Chair Overview of the Day
Regency Ballroom
- 9:00 am–10:00 am**
Session 9 | Legislative
Developments Across Key
Jurisdictions That Affect TMAs -
Around the World in a Day
Regency Ballroom
- 10:15 am–11:00 am**
Session 10 | Let Us Introduce
You to the TMA Certificate
Program
Regency Ballroom
- 11:00 am–11:30 am**
Networking Break
Millennium Hall
- 11:30 am–12:15 pm**
Session 11 | Nurturing Resilience:
Strategies for Managing Burnout
in the Workplace
Regency Ballroom
- 12:30 pm–1:30 pm**
Lunch and Learn Circles
Commonwealth
- 1:45 pm–2:45 pm**
Session 12 | Generative AI:
Navigating Legal Risks and
Challenges
Regency Ballroom
- 3:00 pm–3:45 pm**
Session 13 | Key Relationships
That Help You Take the Lead in
Your Career
Regency Ballroom
- 3:45 pm–4:00 pm**
Closing Remarks
Regency Ballroom
- 4:00 pm–4:30 pm**
Departure Delights
Regency Ballroom Foyer