



Pharmaceutical Trade Marks Group

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Dear Colleague,

PTMG Conference – CHICAGO **8th October – 11th October 2014**

Welcome to the PTMG Conference website for Chicago. You will find on the following pages all the information you need in order to apply for the Conference. You can book your place at the conference as well as your hotel accommodation via this website but you must book your place at the conference first. Once this has been completed you can then go on to book your accommodation, but please ensure that you book via our website and not directly with the hotel otherwise you will not enjoy the preferential rates that we have been able to negotiate. At any time after you have made your booking you can, if you wish, revisit it to make changes. Just re-enter via the url given in your booking acknowledgement.

The Conference will be held in The Drake hotel, which overlooks Lake Michigan and is centrally located, within easy walking distance of designer shops and the many wonderful sights that the city has to offer. The hotel has excellent facilities for a successful conference and a comfortable stay in Chicago.

Important: please note that the Chicago marathon will take place on Sunday 12th October so we expect there to be a high level of demand for hotel accommodation on Saturday 11th October. If therefore, you are planning to extend your stay in Chicago through the weekend we would advise you to book your accommodation, whether at The Drake or elsewhere, as soon as possible.

We hope that you will find the Conference programme of interest. Our distinguished group of speakers will provide us with the benefit of their views on a wide range of subjects all relevant to the industry today.

As well as a stimulating conference programme, we have planned an exciting social agenda, beginning with a Welcome Cocktail Party in The Drake on the evening of Wednesday 8th October. On Thursday evening we will enjoy a relaxing cruise on Lake Michigan aboard The Odyssey (casual dress). On Friday our Gala Dinner Dance (formal evening dress) will be held at the Museum of Science and Industry, where you will have the opportunity to dance the night away and view many of its' famous exhibits.

On Thursday accompanying guests will enjoy a full day guided tour of Chicago, taking in some of the city's historic sites as well as a trip to the top of the Willis (formerly the Sears) Tower, for many years the world's tallest building. Lunch is included. On Friday there will be a full day trip including a visit to the world renowned Art Institute, home to important collections of International and American art. In the afternoon there will be a river trip to view the fascinating architecture of the city. Once again lunch is included.

We are very fortunate to have secured sponsorship for the Conference from **G. H. Sigurgeirsson Patents and Trademarks, Thomson CompuMark, Corsearch, darts i-p, Fross Zelnick Lehrman & Zissu, Womble Carlyle Sandridge & Rice, SMD – Marqueur, Brand Institute** and **WebTMS**. We are also fortunate to have the support of our local colleagues; **Fish & Richardson PC, Manatt, Phelps & Phillips LLP, Marshall Gerstein Borun LLP** and **Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP**.

When booking for the conference please note that, generally, a maximum of two delegates per firm will be eligible to apply and it is not possible to register business partners and colleagues as "guests". Please also note that the conference fees once paid are non-refundable unless cancellation in writing is received at least two weeks prior to the event (Wednesday 24th September). However, delegate substitution is permitted at any time. In the event of cancellation by PTMG, liability will be limited to the return of the conference fees paid.

I very much look forward to seeing you in Chicago for an interesting and exciting conference.

Yours sincerely,

Lesley J Edwards