

MONDAY NOVEMBER 13

- 2:00 pm–4:00 pm**
Explore Houston
- 6:00 pm–8:00 pm**
Wine Tasting at the Marriott Marquis

LEGEND

These sessions may be eligible for CLE credits, pending state approval.

All times are listed in U.S. Central.

LOUNGE

Stop by the lounge and join one of our networking activities.

Tuesday, November 14–
Friday, November 17

Location:

BD Lounge–Level 4,
David Mitzner Room

[Register for networking events here.](#)

A professional headshot photo booth is available to all registrants, Wednesday, November 15–Friday, November 17.

[Register here.](#)

Spaces are limited.



Registrants who signed up in advance for BD events will have received a communication from INTA on where to meet. Please be on time. To check if spots are still available, visit onsite registration.

TUESDAY NOVEMBER 14

- 8:00 am–9:00 am**
Houston Food Bank
- 8:45 am–9:15 am**
Annual Meeting of Members
Texas Ballroom, Salon H
- 9:00 am–2:00 pm**
Open Innovation Challenge
Scot Cotton
- 9:30 am–4:00 pm**
Board of Directors Meeting
(by invitation only)
Texas Ballroom, Salons F, G
- 10:00 am–12:00 pm**
Workshop—Building Your Brand: Finding, Establishing, and Growing Your Network
Presented by the Professional Development Committee
Texas Ballroom, Salons B, C
- 4:30 pm–6:00 pm**
Welcome and Awards Ceremony
Texas Ballroom, Salons A, B, C
- 6:00 pm–8:00 pm**
Welcome and Awards Reception
Level 6, Altitude Rooftop & Pool
- 8:30 pm–10:30 pm**
Neon Boots

WEDNESDAY NOVEMBER 15

- 6:30 am–7:30 am**
Zumba Fitness
- 8:00 am–9:00 am**
Continental Breakfast
Houston Ballroom, IV-VII
- 8:00 am–9:30 am**
Leadership Lab: Training Sessions for 2024–2025 Committee Leadership
Presented by the Leadership Development Committee
River Oaks A
- 8:00 am–10:00 am**
Finance for Non-Finance Legal Professionals Program—Part 1
Texas Ballroom, Salons B, C
- 9:30 am–10:00 am**
Capsule Keynote—Janis Burke
Presented by the Leadership Development Committee
Texas Ballroom, Salons D, E
- 10:15 am–11:15 am**
General Session—Intellectual Property in New Digital Ecosystems
Texas Ballroom, Salons D, E
- 10:15 am–11:45 am**
Leadership Lab—Wrap Up for 2022–2023 Committee Leadership
Presented by the Leadership Development Committee
River Oaks A
- 11:30 am–12:30 pm**
General Session—IP Enforcement and New Technologies: An Opportunity or a Complexity?
Texas Ballroom, Salons D, E
- 12:45 pm–2:15 pm**
Lunch
Houston Ballroom, IV-VII
- 12:45 pm–2:15 pm**
Law Firm Idea Exchange—A Peek Behind the Curtain
Presented by the Management Subcommittee of the Law Firm Committee
Texas Ballroom, Salons B, C
(Pre-registration required)
- 1:00 pm–2:30 pm**
Leadership Bootcamp—Houston, We Have a Problem
Presented by the Leadership Development Committee
River Oaks A
- 2:30 pm–3:30 pm**
General Session—Navigating the Nexus: Exploring the Interplay Between Trade Secrets and Artificial Intelligence
Texas Ballroom, Salons D, E
- 3:00 pm–5:00 pm**
Idea Exchange—Canadian Intellectual Property Office (CIPO) Update and Informal Discussion with Director General Mesmin Pierre
River Oaks A
- 3:45 pm–4:45 pm**
General Session—Name, Image, and Likeness Rights: A Mock License Negotiation
Texas Ballroom, Salons D, E
- 4:00 pm–5:00 pm**
Current and Former Board Member Reception
(by invitation only)
Scot Cotton
- 5:30 pm–7:00 pm**
INTA Political Action Committee (PAC) Reception
Texas Ballroom, Salon G
- 6:00 pm–8:00 pm**
Yellow Rose Distilling
- 6:00 pm–8:00 pm**
Bumpy Pickle
- 6:30 pm–9:00 pm**
The Dine Around Series at the Marriott Marquis

THURSDAY NOVEMBER 16

- 6:30 am–7:30 am**
Guided Walk/Run
- 8:00 am–9:00 am**
Continental Breakfast
Houston Ballroom, IV-VII
- 8:00 am–10:00 am**
Finance for Non-Finance Legal Professionals Program—Part 2
Texas Ballroom, Salons B, C
- 9:30 am–10:00 am**
Capsule Keynote—Jarvis Sam
Texas Ballroom, Salons D, E
- 10:15 am–11:15 am**
General Session—The Barbie Brand and DEI
Texas Ballroom, Salons D, E
- 10:15 am–11:45 am**
Leadership Lab—Wrap Up for 2022–2023 Committee Leadership
Presented by the Leadership Development Committee
Montrose A
- 11:30 am–12:30 pm**
General Session—The Front Lines of Sustainability
Texas Ballroom, Salons D, E
- 12:30 pm–1:30 pm**
Idea Exchange—Mission Driven IP Professionals: The Role of the IP Professional in Corporate CSR Strategy
(for corporates only)
Presented by the Brands for a Better Society Committee
River Oaks A
- 12:30 pm–2:00 pm**
Leadership Lab—Training Sessions for 2024–2025 Committee Leadership
Presented by the Leadership Development Committee
Montrose A
- 12:45 pm–3:00 pm**
Workshop—How to Build and Future-Proof Your Team Through Times of Change
Presented by The Women's Leadership Initiative
Texas Ballroom, Salons B, C
- 12:45 pm–2:15 pm**
Lunch
Houston Ballroom, IV-VII
- 2:30 pm–3:30 pm**
General Session—Can You Always Get What You Want? Challenges in the Latin America and Caribbean Region
Texas Ballroom, Salons D, E
- 2:30 pm–4:00 pm**
Leadership Bootcamp—Houston, We Have a Problem
Presented by the Leadership Development Committee
Montrose A
- 3:00 pm–5:00 pm**
Soccer/Futbol Match (Player or Spectator)
- 3:30 pm–4:30 pm**
Art Car Museum
- 3:45 pm–4:45 pm**
General Session—Don't Tell Me What to Do! How Brands Can Navigate the Choppy Waters of Brand Restrictions Around the World
Texas Ballroom, Salons D, E
- 5:00 pm–6:30 pm**
INTA Foundation Barbie-Themed Fundraiser
Scot Cotton
- 5:00 pm–7:00 pm**
Mixology Class at the Marriott Marquis

FRIDAY NOVEMBER 17

- 6:30 am–7:30 am**
Guided Walk/Run
- 8:00 am–9:00 am**
Continental Breakfast
Houston Ballroom, IV-VII
- 8:00 am–9:30 am**
Capitol Club Breakfast
(by invitation only)
Sponsored by Pirkey Barber PLLC
Scot Cotton
- 9:30 am–10:00 am**
Capsule Keynote—Intellectual Property, Sustainability, and Global Challenges
Texas Ballroom, Salons D, E
- 10:15 am–11:15 am**
General Session—Is Data an IP Right? Best Practices and Risk Mitigation to Protect this Valuable Asset
Texas Ballroom, Salons D, E
- 11:30 am–12:30 pm**
General Session—Using Data to Support In-House Objectives
Texas Ballroom, Salons D, E
- 12:00 pm–2:00 pm**
Family Event—Playtime Party
Scot Cotton
- 12:45 pm–2:15 pm**
General Lunch
Houston Ballroom, IV-VII
- 2:00 pm–4:00 pm**
BATL Axe Throwing
- 2:00 pm–4:00 pm**
Haunted Pub Tour
- 2:30 pm–3:30 pm**
General Session—Industrial Design Protection: A Comparative Look at the Standards for Eligibility
Texas Ballroom, Salons D, E
- 5:00 pm–6:00 pm**
Closing Cocktails
Houston Ballroom