Dear <Salut> <Lname>,

It is my pleasure to invite you to become a member of the American Intellectual Property Law Association (AIPLA). **Why AIPLA?**  Membership in AIPLA keeps you connected to your peers, up to date on case law, and informed of the breaking news you need to succeed as an IP Practitioner. It’s not only about what you receive, it’s also about the connections you can make, connecting with and learning from your peers, expanding your business perspective, and taking advantage of opportunities to develop high-quality practice and leadership skills.

**Why AIPLA?** AIPLA is dedicated to leveraging the top talent in the IP field to give you the tools you need to be successful - from tailoring the best CLE content available, tapping industry and practice leaders and top-level government officials, to publishing the profession’s most reliable benchmark for assessing compensation and competition, the biennial *Report of the Economic Survey.* **AIPLA is the organization you can rely on to open a vast world of information and rewarding opportunities.**

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Whether you practice patent, trademark, or copyright law; whether you focus on prosecution, litigation or licensing; or whether you are or aspire to become a privacy and data security authority, AIPLA offers you valuable resources to support your success in IP law. The annual membership fee for Regular Members is $395, and $189 for those in practice five years or less. The membership application attached provides some detail about the membership categories AIPLA’s offerings. To join, simply complete the enclosed Membership Application and return it along with payment in the envelope. You may even join online at [www.aipla.org/join](http://www.aipla.org/join) for faster service.

We think you’ll agree—this small investment will make sure that you stay abreast of the latest IP developments, network with your peers, improve your practice and advance your career.

We look forward to welcoming you!

Very Truly Yours,