

Winter
Newsletter
2016

WIPLA Networking News

In Every Issue:

Member Spotlight
Organization News
Upcoming Events
Highlights from Previous
Events
Our Sponsors



Letter from The Communications Committee Chair

Reach Out

By Jennifer Fleischer



Although we often try to tackle things on our own, some of the greatest accomplishments in human history were the result of shared thoughts and collaborations. As individuals, we seldom

have the resources, physical or emotional, to make all that we want to happen, happen.

Our connection with other people is important. Not only does a nourishing community make much more possible, it creates a far more nuanced and interesting world to live in. If you are always viewing the world by yourself, things can become very skewed. Connections with others offer richness and color. Other people quite literally can open up a new world to you.

In 2015, WIPLA worked hard to make new connections easier and 2016 will be even better. So take advantage. Reach out to your fellow members and make a real connection with another person. It will serve you well throughout your career and throughout your life.

Publications by Our Members

What better way to start a conversation than talking about an interesting article you just read, especially when talking to the author? Send your current articles to events.wipla@gmail.com and we'll post a link to your article in the next newsletter and on our website.

Follow Us on Twitter!
[@WIPLABayArea](https://twitter.com/WIPLABayArea)

Become a WIPLA Sponsor!

Does your company or law firm want to support an organization that promotes diversity in the legal profession by providing opportunities and empowering women intellectual property practitioners and patent agents to become leaders in their workplace and community? By becoming a sponsor of WIPLA, you have the opportunity to show your clients, customers, competitors and current and prospective employees that you value diversity and fairness.

In what ways would this benefit you and your organization?

- Access to IP lawyers throughout the Bay Area.
- Promotion and exposure as a sponsor on WIPLA's website, in marketing materials and newsletters, and through WIPLA's social media postings.
- Opportunities to host exclusive events tailored to your IP interests.
- Networking events to form relationships with attorneys and potential clients.

We offer a variety of sponsorship options and make it easy to become a sponsor at a level that benefits you most. Just let us know your interests and we will work with your organization to find the sponsorship option best for you! Please contact Krista Carter at [650.319.4536](tel:650.319.4536) or krista.carter@kavescholer.com

Organization News

WIPLA's Growth in 2015 at a Glance

3
New Board
Members



**TWICE
AS
MANY EVENTS**
IN 2015



1 NEW
ADVISORY
COUNCIL MEMBER

2
NEW
COLLABORATIONS

52
NEW MEMBERS



3 NEW
SPONSORS



Mentorship for the Modern Woman

WIPLA Welcomes Glassbreakers!

Looking for a mentor? We're excited to share a new and innovative networking tool for our members. Glassbreakers is the peer mentorship community for professional women. The platform focuses on peer-to-peer mentorship and uses an algorithm to match women based on their personal and professional inputs. The mission is to empower women to break the glass ceiling, together!

Check out their [site](#) and follow them on [Facebook](#)/[Twitter](#)/[Instagram](#)! Here's a [demo](#) as well as a [video](#) explaining how the Glassbreakers algorithm works.

The Mentoring Committee is seeking new members!
If you're interested in joining, please email [Katie Scott](#)

Upcoming Events



Elimination of Bias in the Legal Profession by Practicing Conscious Inclusion

Diversity in the legal profession requires a commitment to recognizing and appreciating the variety of visible (e.g., gender, race and age) and invisible characteristics (e.g., values, culture, education, and religion) of individuals with whom we choose to work. Diversity in the workplace provides a sound foundation of conscious workplaces which has been shown to translate to success for the business and its employees. This CLE – qualified (elimination of bias in the legal profession) seminar will examine our conscious and unconscious biases and explore ways to develop skills to combat them.

Thursday, January 21, 2016
Registration and Networking: 5:30
Program: 6:00 - 8:00

Speakers:

Gregory W. McClune is a partner and litigation lawyer with Foley & Lardner, LLP. He is a member and former chair of the firm's Labor and Employment Practice. He advises clients on a wide variety of clients in virtually every aspect of labor and employment.

Yesenia Garcia Perez is an associate and litigation lawyer with Foley & Lardner LLP and a member of the firm's Business Litigation & Dispute Resolution and Labor & Employment Practices. Ms. Garcia Perez has experience working on a variety of complex litigation matters including health care litigation, financial services litigation and fraud and breach of contract disputes.

This program is free and qualifies for 2.0 hours of California CLE -
Elimination of Bias in the Legal Profession

[RESISTER HERE](#)



WIPLA's February Ceramics Networking Event

Join us on February 11th from 6-8 PM for an evening of pottery painting and socializing at Create It Ceramics in Town and Country Village, Palo Alto. Create your own design while networking and enjoying light appetizers and beverages. All materials are provided and no preparation or special skills are necessary.

Space is limited so sign up early!

Thursday, February 11, 2016 6:00 - 8:00 pm
855 El Camino Real, #108
Town and Country Village
Palo Alto, CA 94301
\$25 for Members and \$50 for Non-Members

[REGISTER HERE](#)

Stay Tuned for WIPLA's March Event on
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The Art of Rainmaking: Maximizing Your Strengths to Succeed in Business Development

Research shows that only 16% of women partners control even a modest \$500,000 in business. Whether you are a woman partner, associate, or of counsel, learning how to maximize your natural strengths to grow your book of business is essential. Nationally recognized women lawyers' coach and trainer, Marianne Trost, will share her insights, practical tips, and real life examples to help you succeed at taking your business development efforts to the next level.

April 28, 2016, 5:45 PM - 8:15 PM Fish & Richardson PC, Redwood City
[REGISTER HERE](#)

Highlights from Previous Events

October's Wine and Canvas Networking Event



No wine was spilled on a canvas and plenty was consumed! On October 16, two dozen WIPLA members and guests gathered around a long conference table at the Foley & Lardner Palo Alto office with one mission in mind: produce a masterpiece of an Enchanted Peacock! The result? A flock of peacocks that come in different shapes, shades of colors, and personalities. It was an enchanting evening of reconnecting and making new connections!

November's Mentoring Mixer: Lean in or Thrive

In November, the Mentoring Committee hosted a Mentoring Mixer at Ropes & Gray in Palo Alto. The Mixer gave attendees a chance to get to know each other over great food and wine before breaking into discussion groups to consider the competing suggestions from Sheryl Sandberg's *Lean In* and Arianna Huffington's *Thrive*. It was a great opportunity to hear our WIPLA member's hard-earned career advice and learn from each other!



WIPLA's Annual Holiday Party



WIPLA members and their guests kicked off the holiday season at WIPLA's Annual Holiday Party held on December 3 at the Sofitel Hotel in Redwood City. It was an evening of celebration of all that WIPLA and its members accomplished in 2015, of optimism and excitement for what is yet to come in 2016, and of thanks to our members and sponsors for their continued support. WIPLA welcomed its new Platinum Sponsor, Steele Leadership, Inc., as well as three new WIPLA Board members, Keyna Chow, Katie Scott and Julie Missud, and a new Advisory Counsel member, Zerina Curevac. It was a wonderful evening of reminiscing with longtime friends, meeting soon-to-be longtime friends, and toasting to the New Year.

Our Sponsors



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