

American Intellectual Property Law Association (AIPLA)



33,345 AIPLA Masterfile \$140/M
17,300 One-per-site (US only) +\$20/M

The American Intellectual Property Law Association is the premier legal association focusing on intellectual property issues of both national and international impact. AIPLA provides professionals support resources for practitioners in the form of publications, educational programs, and advocacy.

AIPLA is the respected expert on intellectual property issues before the US Supreme Court, the US Congress, the US Patent and Trademark Office, and the World Intellectual Property Organization, as well as many other public and private forums. AIPLA members have a strong influence over domestic and international policy.

The AIPLA Masterfile gives you access to member and non-member postal addresses for professionals in intellectual property law.

Address Type: 74% Business

Source: 100% Direct Mail Generated

Demographic Information:

- Male 70%
- Female 29%

See the next page for selections available from the AIPLA Masterfile

If this list interests you, we also manage:

American Society for Information Science & Technology
Federal Managers Association
National Association for Business Economics
National Court Reporters Association
Special Libraries Association

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

AIPLA reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership.

Selections Available:

| | |
|---------------|--------|
| State, SCF | \$10/M |
| Practice Area | \$20/M |
| Member Type | \$20/M |
| Key Code | \$5/M |
| Nth Select | N/C |

Delivery Format:

| | |
|---------------------------|--------|
| Pressure Sensitive Labels | \$35/M |
| By E-mail with NCOA | \$85 |

| | |
|--------------|-----------|
| File Update: | Quarterly |
| Last Update: | 02/10 |

TERMS AND CONDITIONS:

- Minimum order: 2,500 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- \$50 fee on orders cancelled before mail date, plus applicable running charges
- Full payment is required for orders cancelled after mail date

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.

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SELECTIONS - AIPLA Masterfile

Raw counts are for US names, unless otherwise stated.

Because practice-related information is provided voluntarily by members, demographics are not available for entire membership.

Opt-out names have been removed.

| <u>By Practice Area:</u> | <u>Raw counts</u> | <u>addtl cost</u> |
|---------------------------------------|-------------------|-------------------|
| Antitrust (AT) | 118 | +\$20/M |
| Arbitration/Mediation (AR) | 108 | +\$20/M |
| Copyright Enforcement/Litigation (CE) | 1,015 | +\$20/M |
| Copyright Registration (CO) | 1,863 | +\$20/M |
| Licensing IP Assets (LI) | 963 | +\$20/M |
| Patent Litigation (PL) | 3,917 | +\$20/M |
| Patent Prosecution (PP) | 6,045 | +\$20/M |
| Trademark Litigation (TL) | 1,320 | +\$20/M |
| Trademark Prosecution (TM) | 2,683 | +\$20/M |
| Trade Secrets (TS) | 1,753 | +\$20/M |

| <u>By Type of Practice:</u> | <u>Raw counts</u> | <u>addtl cost</u> |
|-----------------------------|-------------------|-------------------|
| Government Practice (G) | 392 | +\$20/M |
| Private Practice (P) | 8,890 | +\$20/M |
| Corporate Practice (C) | 2,594 | +\$20/M |

| <u>By Member Type:</u> | <u>Raw counts</u> | <u>addtl cost</u> |
|--|-------------------|-------------------|
| One-per-site decision makers, US | 17,300 | +\$20/M |
| Active members, US (A) | 9,339 | +\$20/M |
| Active non-members, US (NM, NP) | 18,823 | base price |
| Academic (AC; full-time professors, also members of the bar) | 290 | +\$20/M |
| Junior (J; practitioner who has been a member of the state bar less than 5 years) | 2,138 | +\$20/M |
| Patent Agent (PA; paralegals & other non-lawyers) | 159 | +\$20/M |
| Patent Junior (PJ; patent agent for less than 5 years) | 554 | +\$20/M |
| Government (G) | 301 | +\$20/M |
| Lifetime member (L, LN; legendary leaders) | 180 | +\$20/M |
| Honorary member (H; active IP judges) | 21 | +\$20/M |
| Students (S) | 1,488 | base price |