

January 10, 1980

TO: Senator
FROM: Joe
RE: Speech Invitation by the United States Trademark Association
cc: Kevin, Mary, Linda, Tom, Eve, David B., Press, Bob, Ann M. Leg. (2),
Indiana Dept.

I received a call today from Louis Gibson of the Monsanto Corporation who is the President of the U.S. Trademark Association inviting you to speak to their convention on either May 1, 2, or 3 in Hollywood, Florida.

The Trademark Association is made up of 1,500 corporations (including 400 or the Fortune 500) and is obviously a very powerful business group. They are very enthusiastic about your new bill to create an independent Patent and Trademark Office and have included an article about it in their newsletter with a request that the Association members write in support of the bill.

There will be from 1,200 to 1,300 people attending the meeting and you would be the featured speaker. I strongly recommend that you accept this invitation if at all possible. It would be important not only to the various patent bills that you have introduced but would go a long way toward creating a better feeling for you among many of the largest corporations in the country. Your bills represent the solution to a substantial problem that they face and I am sure that you would receive a very good response.

Attached is a copy of the U.S. Trademark Association letter to you.

*Senator - If you can fit it
in this would be worth doing.
R.*



THE UNITED STATES TRADEMARK ASSOCIATION
6 EAST 45TH STREET • NEW YORK, N.Y. 10017
TELEPHONE: 212-986-5880

OFFICE OF THE PRESIDENT

January 3, 1980

The Honorable Birch Bayh
The United States Senate
363 Russell Senate Office Building
Washington, D.C. 20510

ATTN: Mr. Joseph P. Allen

Dear Sir:

On behalf of The United States Trademark Association, I would like to extend an invitation to you to speak at our Annual Meeting in May, 1980. The meeting will be held at the Diplomat Hotel in Hollywood, Florida May 1 through May 3, and we would be honored by your acceptance of this invitation.

The United States Trademark Association is a 102-year old, non-profit organization established to protect the interests of the public in the use of trademarks, to promote and further the concept of trademarks, and to protect the rights of trademark owners. Its 1,450 members are primarily owners of trademarks and those who represent owners of trademarks. At least two-thirds of all registered trademarks in the world are owned by its members, and a majority of the Fortune 500 are members. We believe that the Association is the oldest and largest organization in the world dedicated totally to the development and protection of trademark rights. A roster of members is enclosed.

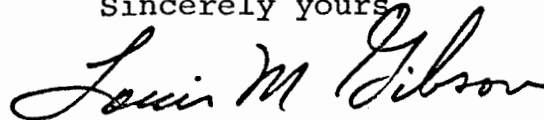
We anticipate that our meeting will be attended by about 800 to 900 trademark practitioners. Of these, about 600 or more will be U.S. lawyers from all areas of the country, while the remainder will be practitioners from 45 or 50 other countries. Including spouses, we anticipate a total attendance of about 1200 to 1300 persons. You are cordially invited to attend the entire meeting. If your schedule does not permit attendance for the full term of the meeting, we would be pleased to arrange attendance at a specific time convenient for you to speak to us.

January 3, 1980

The meeting will commence with a reception on Wednesday evening, April 30, with the speaking program scheduled from 9:00 to 12:30 on the mornings of May 1, 2 and 3. We would be pleased if you could speak on any of these mornings; however, we recommend that you appear as the keynote speaker on Thursday morning, May 1. We would hope that you could speak for about 20 or 30 minutes on the subject of the Independent Patent and Trademarks Office Act, S-2079. For your information, three federal judges; one from New York City, one from Chicago and one from Atlanta, are scheduled for a panel discussion of trademark cases on Saturday morning. Discussions of domestic and international developments are scheduled for Friday. I would also like to point out that Attorney General Griffin Bell served as keynote speaker at our May, 1978 meeting.

In view of your sponsorship of S-2079, I am sure that you are fully aware of the importance of trademarks to the economy and the fact that they serve to protect and inform the consumer. Your strong support of the trademark system is well-known to our members, and we would be most appreciative if you could participate in our program. I look forward to hearing from you.

Sincerely yours



Louis M. Gibson
President

LMG:bc

encl.

St. Louis telephone: (314) 694-3183

cc: Donald W. Banner, Esq.