

Sample membership email to a prospective Law Firm. Please personalize as you see fit.

Subject: Invitation to join IPO

Attachment: IPO Membership Brochure for Law Firms

(Downloadable from <https://ipo.org/wp-content/uploads/2021/01/Lawfirm2021.pdf>)

Dear **First Name**:

I'm writing to invite **COMPANY** to join IPO this year. As an incentive to join within the next 60 days, IPO is offering to add three free additional months to your first year of IPO membership.

I have attached information on how IPO offers unparalleled opportunities to collaborate with corporate in-house counsel. As a worldwide trade association, IPO's members include IP owners in all industries and all fields of technology.

If you have any questions about IPO membership, or if you are interested in taking us up on this offer, please contact IPO's director of membership, Matt Rankin, at 202-507-4496 or MRankin@ipo.org.