

# Noli IP Newsletter

NOLI IP Solutions, PC

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INTA Special Edition

*Discover the best of our City in a few Days  
by Mariana Paula Noli*

San Diego is one of the most beautiful cities in the world in my opinion. Yes, I am biased.

It was not an easy task to come up with a concise list of favorite things to do and



Regardless of whether you agree with me or not, I want to make sure you all truly enjoy visiting us here in sunny southern California this upcoming May during the 137th INTA Annual Meeting.

see in our city because I love everything about it. Again, I am biased but I hope you find this information useful in anticipation of your future trip to our town.

*INTA is coming to  
San Diego*

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The **137th Annual Meeting** of the **International Trademark Association** will take place in no other city but our beautiful San Diego. INTA has announced that it is expecting this year more than 9,500 trademark professionals from all over the world in our city to participate of these five days of educational sessions, brand strategy meetings and business development opportunities. Given the great significance of this association and conference in our field, we decided to dedicate this edition to our friends, colleagues and clients who are planning to attend the meeting by providing you some of our recommendations and favorites to make the most of our visit to our beloved town. We look forward to seeing you in a few months!

First, let's get business out of the way. Since you are coming here for work, it would not be a surprise to me if you need recommendations to set up a breakfast business/business meetings. My absolute favorite spot in downtown is the University Club at Symphony Towers ([www.clubcorp.com/Clubs/University-Club-atop-Symphony-Towers](http://www.clubcorp.com/Clubs/University-Club-atop-Symphony-Towers)) which is located walking distance from our office. The view of the city and of the Coronado Island is spectacular and the food is always fresh. Other options for a business breakfast meeting in the downtown are: The Westgate Hotel, Richard Walker's Pancake House, and Café Chloe.



For dinner, the Bertrand at Mister A's as well as Old Venice are great options. Not only the food of Café Sevilla is appealing to me, but it is a good place if you enjoy dancing. Every night of the

week there is a different band playing, whether you enjoy listening/dancing to Latin music or other types of music. Other good options are located away from downtown in LaJolla (The Lodge at Torrey Pines, The Marine Room), Del Mar (Kitchen 1540, The Grand Del Mar) and Cardiff (Pacific Coast Grill).



As far as transportation, almost everyone will know to check Uber or a cab, but you may want to check out the San Diego Metropolitan Transit System's site at [www.sdmts.com](http://www.sdmts.com), in case you can get to your destination taking the trolley.

Personally, I love the bike share stations to get around town. Check out DECO [www.decobike.com/sandiego](http://www.decobike.com/sandiego) and plan your routes by using [www.ridethecity.com](http://www.ridethecity.com) link. Word of Caution: You may not want to try to ride a bike to a business meeting and save this information for your

free time but it is surely a great way to burn some toxins from all the eating and drinking at the different receptions during the conference.

There are many reasons why I love this city so much but one of the main one is the many options when it comes to outdoor activities, water sports, hiking and running. There are many places where you can rent a boat to go sailing, go kayaking, water skiing or surfing while you are in town. You can do any or all of these activities at a reasonable price. I am happy to provide you with the information of equipment rental companies at your request. If you enjoy hiking, you definitely want to walk to the top of Cowles Mountain to enjoy one of the most beautiful views of San Diego. There is also Torrey Pines State Park, Los Penasquitos Canyon Preserve and Mount Woodson, though if you are a beginner, you probably want to stick to the first few options. As a runner, I can honestly say that anywhere you choose to run, you will enjoy the view. As a Point Loma resident, I don't get tired of running the sunset

cliffs... part of what made me fall in love with this town.

Last but not least, there are countless touristic attractions, such as the San Diego Zoo, SeaWorld as well as many wonderful museums including the USS Midway but if you ask me, you

shouldn't leave this city without visiting Coronado Island, checking out the touristic sites of LaJolla Cove as well as Seaport Village, and taking a stroll or a bike ride in Balboa Park. There is no cover charge for any of these places, you will not regret taking the time to visit.

Once again, I truly hope you find this information useful in anticipation of your visit to San Diego during the INTA conference. If you have any questions, please do not hesitate to ask. I will be very happy to help. We are already waiting for you and we hope you enjoy our city!

## *Off the Top of my Head...*

*by Judit Marai*

We are truly excited that the **INTA Annual Meeting** will take place in our beautiful city. Thousands of our colleagues, friends and clients will be visiting us for the very first time. Many others will be here rediscovering San Diego. When Mariana asked me to share some of my favorite places and things to do and see here, I came up with many different options, from visiting the most popular touristic attractions to hiking at mountains mostly known and visited by the locals.

I am of the opinion that the best way to see a little bit of everything in San Diego is the **Hop-on Hop-off bus**: <http://www.trolleytours.com/san-diego/>. This tour gives a great deal of information about the city, showing you

around town in only a couple of hours. It is ideal for people who do not have much time to spend and want to see as much as possible. You also get discounts to other tourist attractions, restaurants, and free shuttle to certain hotels, and the best part is you have stops at almost every major tourist attractions I would recommend below.

**Old Town** is by far my favorite place in San Diego. It may be my favorite because it is located in the heart of the city, or it may be that you can only see this kind of scenery in movies. I still remember that I was in Old Town when I found out the first sheriff of San Diego was of Hungarian descent, just as me. The selection of bars and restaurants in that area is great.

Given that the INTA Annual Meeting will take place at the San Diego Convention Center, you don't want to miss checking out The Gaslamp. Most of you will likely stay nearby, somewhere in downtown, so walking around at night is a must! I highly recommend the **Altitude Sky Lounge** (<http://www.sandiegogaslamphotel.com/nightlife/altitude>) at night for a drink. The dress code is casual so there is no need to dress up. The view is spectacular (360 degree) and if you get lucky, they can watch what is happening at Petco Park.

**Mount Soledad Cross** as well as **La Jolla Children's Pool** in La Jolla are really controversial territories of San Diego. Over the years there are many lawsuits and

disputes, but besides that fact, one thing is certain: don't leave San Diego without visiting La Jolla.

San Diego is America's finest city and if you are an outdoor person with some free time, hike is a must. The weather is perfect. Check out the list of the best hikes in San Diego <http://www.discoverd.com/news/2014/sep/08/10-best-san-diego-hikes/>. But watch out for rattle snakes and scorpions and sometimes you may even encounter coyotes.

You should also check out <http://www.hornblower.com/port/category/sd+tours>. A boat trip could be interesting option on how to spend your afternoon or your evening.

Also, a walk on the beach, or a drink at a restaurant's patio in front of the ocean are great option to relax after the intense schedule during the conference. Keep in mind that drinking is not allowed on the beach, like in any other public places.

Kill to two birds with one rock situation (or many birds actually) by visiting **Balboa Park** and the famous **San Diego Zoo**. It is one of the stops of the trolley tour, you can visit both Balboa Park (<http://www.balboapark.org>) and the world famous Zoo (<http://zoo.sandiegozoo.org/>).

If you choose to go on a Sunday, you can also check out the international cottages

from 12pm-4pm (<http://www.sdhpr.org/>).

A day at the SeaWorld park (<http://seaworldparks.com/en/seaworld-sandiego/>) is worth the money it costs to spend the day at the park. You will need almost a whole day to spend at SeaWorld but you will not regret taking the time to walk around and checking out its attractions.

There are many other options, suggestions and recommendations on what to do and see while you are here. If you have any questions about these suggestions or need more recommendations on what to see while in San Diego, please contact me at [judit@noli-ipsolutions.com](mailto:judit@noli-ipsolutions.com).

## *TWO BECOME ONE: Noli IP Solutions, PC in Buenos Aires*

*From the very beginning, it was our intention to consolidate our practice with the intellectual property practice of Noli Abogados. We are finally able to proudly announce that we have merged our intellectual property practices.*

### California Office:

501 West Broadway, Suite 800  
San Diego, California 92101  
United States of America  
Tel. 619-400-4848  
Fax 858-810-0137

### Buenos Aires Office:

Riobamba 178, 7mo, Off. C  
Buenos Aires, CP 1025  
Argentina  
Tel. 54-11-4953-1302  
Fax 54-11-4953-1302