

5 KEY TAKEAWAYS

The Importance of Mentorships

Mentorships can make a real difference in building a thriving career – also, being a mentor can be an extremely rewarding experience. [Kilpatrick Townsend's Lidia Lopez](#) recently spoke at the [International Trademark Association \(INTA\) 2021 Annual Meeting](#). Ms. Lopez was a part of a panel of mentors and mentees discussing how these relationships have been rewarding personally and professionally.

Ms. Lopez provides 5 key takeaways from the panel discussion:

1

It is important to have mentors that can help you achieve your professional and personal goals.

Having more than one mentor can help you diversify the advice you receive.

2

3

You should have both mentors and sponsors. A mentor will provide advice and guidance to help you achieve your goals. On the other hand, a sponsor will be your advocate – he/she will be the one speaking on your behalf with others to help you get that salary increase, promotion, or new role.

4

To find a mentor look within or outside your organization. Join mentor/mentee programs at local and/or national organizations. If you find someone you think would be a great mentor to you, reach out to find out if they would be willing to be your mentor, or at least a connection. It all starts with you reaching out and letting the connection develop.

5

Be a mentor. You too can help others achieve their goals by being a mentor. At the same time, you will learn from your mentees and expand your network.

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