“INTA’s Annual Meeting is so inspiring—you see a collaboration of leaders gathering from around the globe unified with a single purpose: to promote and grow the trademark community.”

Stacy P. Chronopoulos – Wm. Wrigley Jr. Company – Chicago, Illinois, United States

SANFRANCISCO 2011
133rd Annual Meeting May 14–18

INTA’s Annual Meeting is the trademark community’s premier event for networking and continuing legal education, and is attended by more than 8,500 individuals from 140 countries. Valuable skill-building trademark law sessions focused on international topics are packed into three days of education, while numerous other events present the ideal opportunity to expand your reach and meet with colleagues. The Annual Meeting also boasts an exhibition hall featuring more than 90 exhibitors debuting new products and services.

Early bird registration deadline is April 1.
Register at www.inta.org/annualmeeting

“INTA opens a world of tremendous networking opportunities for trademark professionals.”

Anthony Peralta – Cochingyan & Peralta Law Offices – Makati, Philippines
Why you should attend

• Learn best practices from the largest group of successful trademark professionals.
• Share strategies with the most respected minds in trademarks.
• Adopt new techniques for resolving trademark disputes.
• Build relationships to expand your network of colleagues and clients and further your business.
• Access information on issues across all geographic regions and industries.
• Connect with service providers and vendors to help protect your brand.
• Advance your committee’s work and plan new projects.
• Earn CLE credits and CPD points.

Who should attend

• In-house and law firm attorneys involved in trademarks and intellectual property.
• Trademark owners and agents.
• Trademark administrators, managers and paralegals.
• Trademark protection service providers.
• Professors teaching and students studying intellectual property.
• Members of the media with an interest in intellectual property.
Friday, May 13
Advanced Mediation Training Day 1

Saturday, May 14
Registration and Hospitality
Advanced Mediation Training Day 2
Academic Course on International Trademark Law Day 1
Volunteer Service Project
Table Topics
2011 INTA Gala: The San Francisco Palace Hotel

Sunday, May 15
Registration and Hospitality
Advanced Mediation Training Day 3
Academic Course on International Trademark Law Day 2
Committee Meetings
Table Topics
Trademark Administrators Brunch
Exhibition Hall
In-House Practitioners Luncheon and Workshop
Welcome Reception

Monday, May 16
Registration and Hospitality
Opening Ceremonies and Keynote Address
Exhibition Hall
Committee Meetings
Academic Day
Table Topics
Concurrent Sessions:
• Damages in Europe
• A Conversation Between Brand Owners, Retailers and Manufacturers About Private Label in the United States
• Regional Update for East Asia and Oceania
• Functionality: Not Just for Plaintiffs Anymore?
• Workshop—Effective Oral Presentations
• Combating Counterfeit Goods: From Detection to Take Down
• Women in Trademarks: Maximizing Your Career Success
• Trademark Legal Research Using INTA Online Resources
• Industry Breakout—Insurance and Financial Services: Navigating Uncharted Waters in a Changing Regulatory Environment
• Workshop—Business and Legal Issues in Intellectual Property Licensing
• Ethics: Social Media, Discovery and Privilege Issues
• TRIPS Multilateral Register for Geographical Indications for Wines and Spirits
• Industry Breakout—From Luxury Goods to Sports to Gasoline: How to Craft an Appropriate Licensing Structure
• Workshop—Strategic Personal Branding for Today’s Trademark Lawyer
Tuesday, May 17
Registration and Hospitality
Committee Meetings
Table Topics
Exhibition Hall
Concurrent Sessions:
• Regional Update–OHIM/Europe: What’s New in the European World of Trademarks and Domain Names?
• Trademarks in Sports: Ambush Marketing and Protecting Athlete Names and Images
• Industry Breakout—Design Protection and the Fashion Industry
• Workshop—Effective Use of Trademark Office Websites and Online Tools
• Regional Update–Middle East, India and Pakistan: The Status of Jurisprudence as to Well-Known Marks, Geographical Indications and Anticounterfeiting
• Ethics: Conflict Issues in Trademark Selection, Clearance and Prosecution
• A Century of Trademark Law: Looking Back and Looking Forward
• Industry Breakout—Social Media and Social Networking: How to Balance Protecting Your Brands with Use of These Tools
• “Another BRIC In The Wall” (Brazil, Russia, India and China)
• Virtual Worlds, Online Games and Trademarks
• Trademarks and Green Marketing
• Workshop—Keeping Tabs on a Global Trademark Portfolio: What Should Happen Between Registration and Enforcement?

Wednesday, May 18
Registration and Hospitality
Committee Meetings
Table Topics
Exhibition Hall
Concurrent Sessions:
• Annual Review of U.S. Federal Case Law and TTAB Developments
• Regional Update—China
• Trademarks and Domain Names in Mergers and Acquisitions and Other Corporate Transactions
• Celebrities and Brands: Image and Publicity Rights
• Regional Update—Latin America and Mexico

Grand Finale—California Academy of Sciences

For the latest schedule updates, visit www.inta.org/annualmeeting.
“INTA's Annual Meeting is a great melting pot with networking, relevant law updates and great opportunities to benchmark with other trademark practitioners!”

Alexandra M. Sepulveda – General Mills, Inc. – Minneapolis, Minnesota, United States

2011 INTA Gala

The **2011 INTA** Gala is the perfect opportunity to entertain business associates and clients, and to recognize INTA’s Academic awards winners.

This year’s Gala will be held on **Saturday, May 14** at the San Francisco Palace Hotel in its magical Garden Court atrium, superbly decorated with lush tropical palms, towering Italian marble columns, Austrian crystal chandeliers and topped by a mesmerizing stained glass dome.

When registering for the Annual Meeting, purchase a single seat for US $275 or an entire table (10 seats) for US $2,750. Black tie formal wear.

In-House Practitioners Luncheon and Workshop

This year’s **In-House Practitioners Luncheon and Workshop** on **Sunday, May 15** begins with an enjoyable networking lunch featuring an informative presentation by Mark A. Lemley of Stanford Law School.

Following lunch, find out how other trademark owners are protecting their brands and trademarks through proper strategic planning, use of best practices, past experiences and lessons learned along the way. With two interactive and informative sessions entitled, “Latin America: What You Need To Know” and “Trademarks and the Media,” attendees will gain valuable insights regarding brand protection strategies over a wide range of industries and topics.

Registration costs US $200 and includes admission to both the Luncheon and Workshop (not sold separately). Advance registration required.
“After 21 consecutive years of attending INTA’s Annual Meeting, I confidently say INTA is the best networking entity for lawyers in the world.”

Valdir Rocha – Veirano Advogados Associados – Rio de Janeiro, Brazil

Keynote Address

John Anderson will give this year’s keynote address, which will take place Monday, May 16 at 9:00 am. John Anderson is an accomplished executive who has established a 30-year record of outstanding achievement at Levi Strauss & Co. Anderson has extensive general management experience with the Levi’s®, Dockers® and Signature by Levi Strauss & Co™ brands around the world and is a dynamic leader with wide-ranging expertise in merchandising, marketing and operations. Levi’s is a globally-recognized trademark and long-standing iconic brand of blue jeans.

Academic Day

Academic Day takes place on Monday, May 16, beginning with the all academic panel Functionality: Not Just for Plaintiffs Anymore? and concluding with the Academic and Young Practitioner Happy Hour.

Academic Day is a unique day of programming and networking opportunities designed specifically for the academic community, which includes professors, adjunct professors and students of trademark law.

Attend the entire Annual Meeting or just Academic Day. Several registration options are available. Visit www.inta.org/academicday.

New in 2011

Speed Networking

Speed Networking takes place Sunday, May 15–Wednesday, May 18 in the exhibition hall and is a fun and effective way to multiply your networking experience. This event is perfect for new and non-members, first time attendees or veterans interested in meeting new contacts. Bring your business cards—and smile!

New in 2011

Getting Involved with INTA: How a Leadership Role Can Define Your Career Path

During this informative and interactive workshop on Sunday, May 15, past and present INTA leaders offer insight as they discuss the diverse and valuable benefits associated with active involvement as an INTA member.
Exhibition and Sponsorship

Exhibition and Sponsorship at INTA's Annual Meeting is a cost effective way to enhance your organization’s recognition within the trademark community, strengthen relationships with your clients, generate new business and demonstrate your organization’s presence in the industry.

For more information on exhibition and sponsorship, as well as advertising, visit www.inta.org/annualmeeting or contact Paula Lee, Senior Exhibits and Sponsorship Planner at plee@inta.org.

INTA Members Save on the Annual Meeting

Become an INTA member today and all employees at your organization’s location will save US $525 when they register for the Annual Meeting, plus gain immediate access to the many other powerful INTA member benefits.

Visit www.inta.org/membership or contact Peg Reardon, Manager, Membership Development at preardon@inta.org

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