A life-changing experience

ELSA DELEGATION TO INTA’S DIGITAL WORLD CONFERENCE

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Thanks to the unique partnership between ELSA and the International Trademark Association (INTA) we had the great opportunity to participate in INTA’s Conference 2016. It was held at the Hotel Plaza, Brussels on the 1st and 2nd of December 2016 with the topic: Digital World Conference - Navigating the Digital Yellow Brick Road!

INTA is global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce. It’s main headquarters are in New York City, whilst also having offices in Brussels, Shanghai, Singapore and Washington D.C. I would say that I believe that one of the association’s aims is to promote the importance of trademarks, because they play a key and essential role in global economic growth, meanwhile enabling consumers to make quick, confident and safe purchasing decisions.

INTA offers a special membership programme for students who are interested in IP law. One can benefit from its global element - tremendous networking opportunities with professionals in more than 190 countries, career development programmes, CV/Resume writing guidance or how to prepare and sit for interviews. Members also have access to INTA’s online resources, helpful research materials, which may be used for ones studies and research. There are a many opportunities to get actively involved in the INTA activities. I would like to highlight the fact that, the members of Committees are young practitioners, who by their research increase the efficiency of the work of the entire global network. Some of the Committees are: the Anticounterfeiting Committee, Brands and Innovation Committee and Enforcement Committee.

The two-day conference was interesting and inspiring for several reasons. We were able to personally meet and interact with the speakers. We discussed hot topics like the new Privacy Shield agreement between the United States and the EU, effective IP enforcement in the Digital World and Europe’s endeavour to create a Digital Single Market. Participants were amazed by the presentation concerning the Internet of Things, which means for example online communication with your house and data collecting by your fridge. Data Protection, Data Privacy and Duty of Care were also covered very well. We heard a practical case from a US in-house counsel about insufficient technical security and private data theft of the law firm’s clients. We also had the chance to debate on how to solve similar problems in the best possible way. We live in a time where digital world issues are not adequately regulated by the law. Therefore, there exists this huge possibility for young lawyers to be innovative, think outside the box and improve the world with new ideas.

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Think Global, Act Local

Are YOU a Student Interested in IP/Trademark Law? Join the INTA Annual Meeting in Barcelona!

This year, the International Trademark Association (INTA) brings its 139th Annual Meeting back to Europe! From May 20 to 24, over 10,000 participants will be rallying in the fascinating and cosmopolitan city of Barcelona, Spain, to participate in the comprehensive five-day programme intended to help trademark professionals achieve their business, educational, and networking goals.

For detailed information, go here: www.inta.org/2017AM

The first evening of the conference was concluded with a party to celebrate the 10th anniversary of the European INTA office in Brussels.

For one of us, namely Kylyna, the whole event was a completely new experience: the first ELSA Delegation ever and the first visit to a conference of an International level, a real whirlpool of emotions and knowledge. The possibility of meeting new people, whose interviews appear regularly when scrolling through the Web was the most impressive part of all. Even more pleasurable was the way the other participants treated us – the feeling of being equal to practicing lawyers and experts was extremely motivating and encouraging, at the same time allowing us to properly comprehend how much more we have yet to learn and gain knowledge of.

We, as delegates have obtained far more than we could have imagined, apart from the priceless cultural and intellectually inspiring knowledge we have gained, we did not miss the chance to explore the city. Brussels is the hometown of many European and International establishments and organisations, and there’s nothing to say about European Parliament, except for that it is the city of dynamic change. That is why, after the hours of the Conference, we plunged ourselves into the atmosphere of the city. There is not much that could ever prevent ELSA people from having fun, so we did try our best. Accompanied by some members of International Board we explored the city, trying out everything of what Brussels boasts about. Even though the delegation lasted only two days we managed to embrace the spirit of the restless city: from the busy working lifestyle to the most Belgian-style parties.

Owned to ELSA and INTA we did take a great advantage of the intense Digital World Conference, achieving both intellectual and spiritual development, inspiration for the upcoming year and a whole bouquet of memories.