Looking Beyond Trademarks

2018 Asia-Pacific Conference

October 11–12 | Sydney, Australia

INTA

Looking Beyond Trademarks—Protecting and Leveraging Your Brands for Growth

Because brands are highly valuable business assets, it's more important than ever to look beyond traditional trademark protection and enforcement strategies and consider a range of related IP issues that have an impact on brand value.

The 2018 Asia-Pacific Conference is a forward-thinking program that will put you ahead of the curve as you deal with issues that can affect global brands in today's market.

THE TOP FIVE REASONS TO ATTEND:

1. **Sharpen your skills.** The two-day conference will dive into timely topics, such as:

   - Balancing IP rights and regulatory restrictions;
   - Bringing your business online and the view from China;
   - The important role IP offices play to support economic growth;
   - Data privacy;
   - Ad words and metatags;
   - Corporate social responsibility (CSR);
   - 3D printing: a positive disruptive;
   - Ambush marketing; and
   - Anticounterfeiting.

2. **Connect with the global trademark community** to exchange knowledge and experiences, including innovative solutions to shared challenges and opportunities.

3. **Grow professionally** and discover new ideas and strategies to bring back to your organization.

4. **Meet your continuing legal education requirements:** earn CPD points/CLE credits.

5. **Enjoy discounted registration fees** if you are an individual belonging to a corporate organization or if you are an academic or a government representative.

ABOUT SYDNEY, AUSTRALIA

Internationally recognized as an innovative business center, Sydney is an ideal location for a conference designed to strengthen skills and impart the latest ideas in an ever-changing landscape. An attractive destination with famous landmarks such as the Sydney Harbour Bridge and the Sydney Opera House, the city is infused with a rich and vibrant culture.

Sydney is conveniently accessible, with more than 45 international destinations served directly by the city's airport.

INTA International Trademark Association

PowerfulNetworkPowerfulBrands.