
**2020 ANNUAL & LEADERSHIP
MEETING MEETING**

November 16–20

November 10–13: Committee Meetings, Leadership Meeting Sessions



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2020 ANNUAL MEETING & LEADERSHIP MEETING



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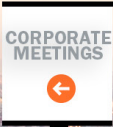
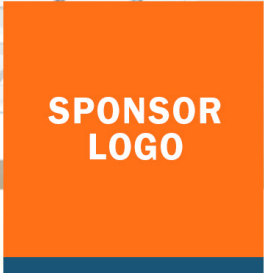
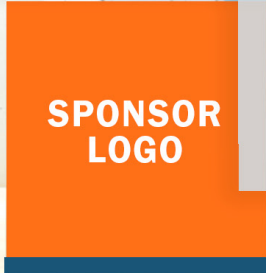
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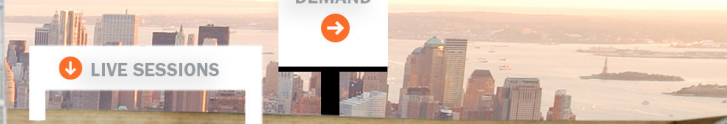
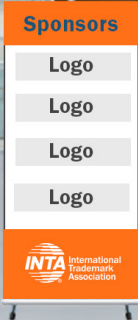
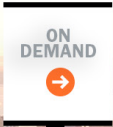
PARTNERS

- > AGENDA [PER DAY, PER TRACK]
- > KEYNOTE SESSIONS LIVE
- > BREAKOUT SESSIONS LIVE
- > ON DEMAND SESSIONS
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Keynote Session Live

Time displayed in (default - Central Time)

Keynote Presentations

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06/26/2019 10:15AM - 11:15AM

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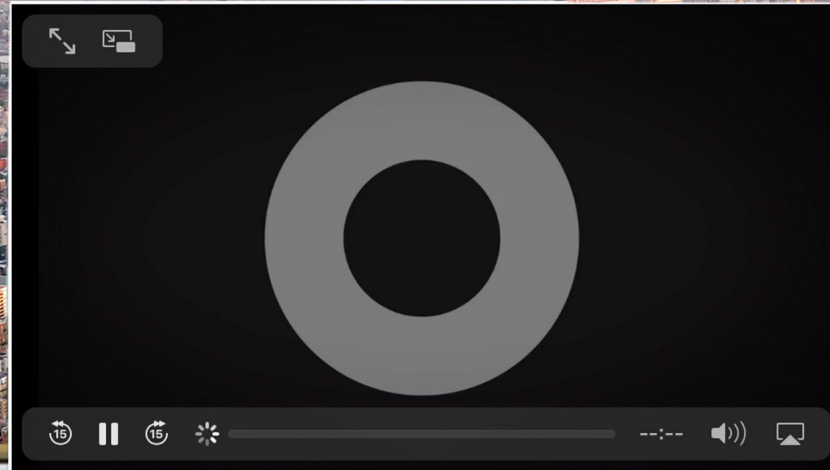


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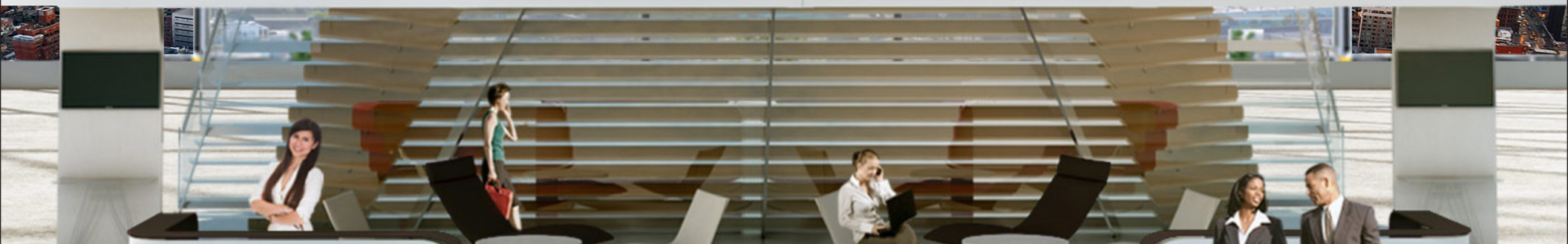
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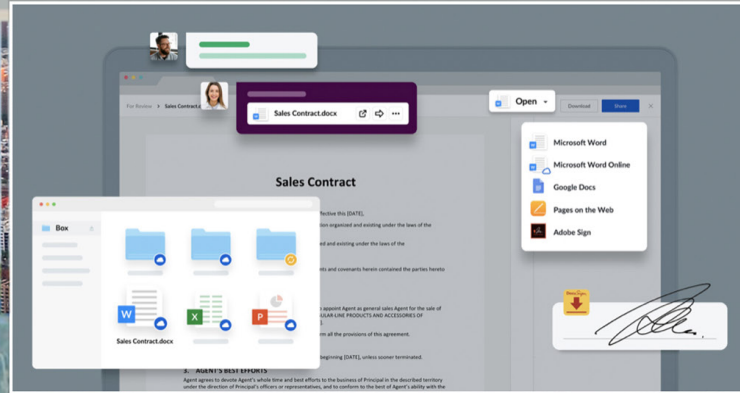
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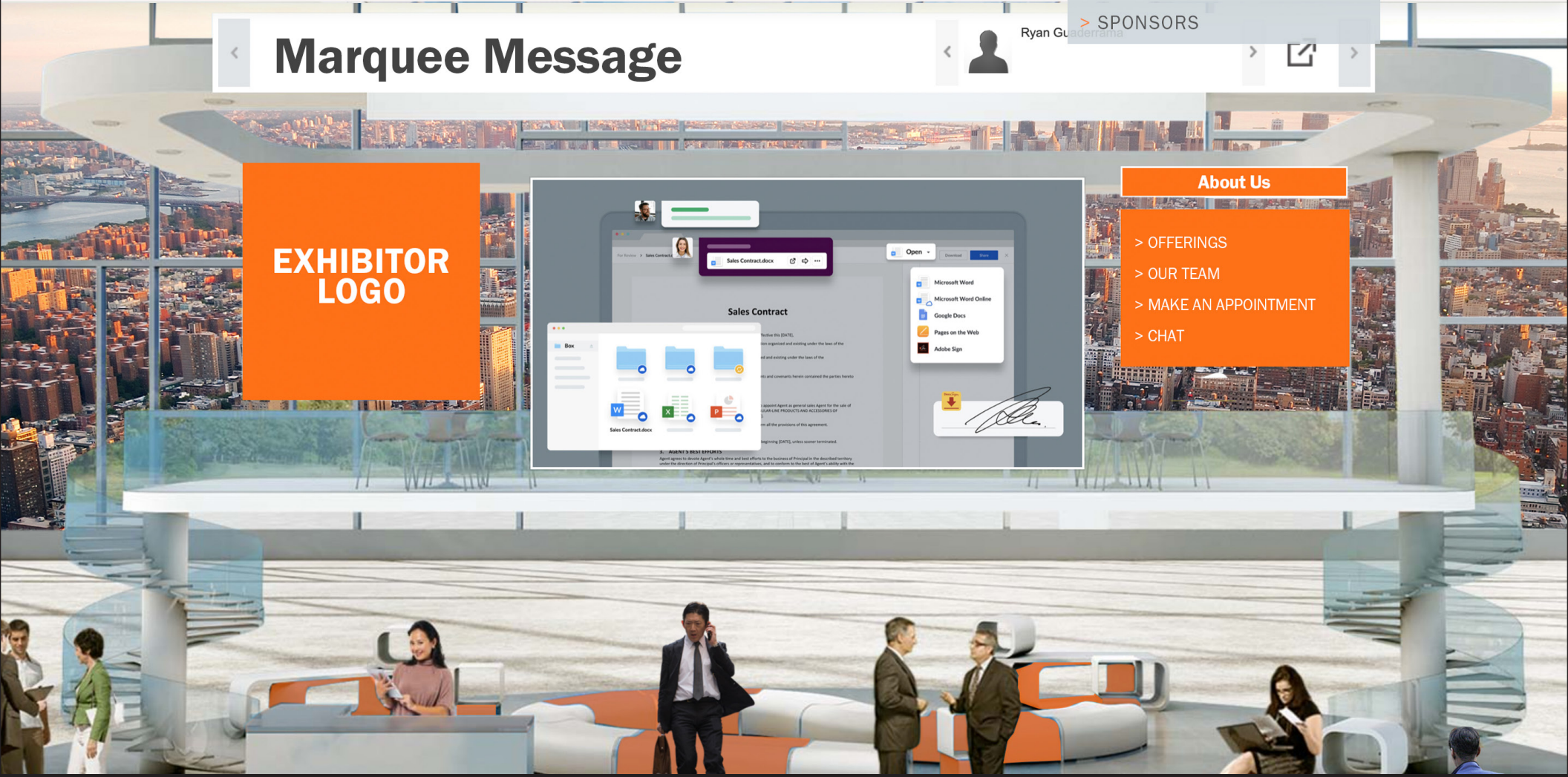
Ryan Guaden

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Schedule

Monday, November 9

These sessions are being offered in the Eastern Standard time zone (EST) (GMT - 4:00)

CORPORATE MEETINGS WITH EXTERNAL COUNSEL

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

9:00 am–10:00 am (EST) **Corporate Meet-Ups**

11:00 am–12:00 pm (EST) **Table Topics**

Tuesday, November 10

These sessions are being offered in the Eastern Standard time zone (EST) (GMT - 4:00)

CORPORATE MEETINGS WITH EXTERNAL COUNSEL

COMMITTEE MEETINGS

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

11:00 am–12:00 pm (EST) **Table Topics**

6:00 pm–7:00 pm (EST) **Corporate Meet-Ups**

6:00 pm–7:00 pm (EST) **Table Topics**

Wednesday, November 11

These sessions are being offered in the Eastern Standard time zone (EST) (GMT - 4:00)

CORPORATE MEETINGS WITH EXTERNAL COUNSEL

COMMITTEE MEETINGS

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

7:00 am–8:00 am (EST) **Corporate Meet-Ups**

8:00 am–9:00 am (EST) **Social Networking**

11:00 am–12:00 pm (EST) **Table Topics**

6:00 pm–7:00 pm (EST) **Table Topics**

7:00 pm–8:00 pm (EST) **Social Networking**

Thursday, November 12

These sessions are being offered in the Eastern Standard time zone (EST) (GMT - 4:00)

COMMITTEE MEETINGS

6:00 am–7:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Social Networking**

11:00 am–12:00 pm (EST) **Table Topics**

4:00 pm ET–5:00 pm (EST) **Corporate Meet-Ups**

7:00 pm–8:00 pm (EST) **Social Networking**

Friday, November 13

These sessions are being offered in the Eastern Standard time zone (EST) (GMT - 4:00)

2020 LEADERSHIP MEETING

6:00 am–7:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Corporate Meet-Ups**

9:30 am–11:00 am (EST)
Welcome and Keynote Panel—Leadership Through Crisis

11:00 am–12:00 pm (EST) **Table Topics**

11:15 am–12:15 pm (EST)
Keeping the Band Together—Best Tips to Retain Top Talent in a Competitive Marketplace

12:30 pm–1:30 pm (EST)
Leadership at Your Level

INTA LEADERSHIP BOOT CAMPS & LEADERSHIP LABS

Limited Attendance

Leadership Boot Camp: Diversity and Inclusion
Limited attendance. This bootcamp will be offered twice.

Option 1: 12:30 pm–2:00 pm
Option 2: 1:45 pm–3:15 pm

Leadership Labs
Limited attendance. The Leadership Lab will be offered 3 times.

Option 1: 11:15 am–12:15 pm
Option 2: 12:30 pm–1:30 pm
Option 3: 1:45 pm–2:45 pm

The Exhibit Hall hours are 9:00 am–6:00 pm (EST).

2020 ANNUAL MEETING LIVE SESSIONS

Monday, November 16 (EST)

These sessions are being offered in the Eastern Standard Time Zone (EST) (GMT - 4:00).

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Social Networking**

9:00 am–10:00 am (EST) **Corporate Meet-Ups**

9:30 am–11:00 am (EST)
Opening Ceremonies and Keynote

11:00 am–12:00 pm (EST) **Table Topics**

Concurrent Sessions:

11:15 am–11:45 am (EST)
Capsule Keynote

11:15 am–12:15 pm (EST)
The Good Business of Sustainable Brands
Ⓢ Track: Commercialization of Brands / Brand Value

11:15 am–12:15 pm (EST)
Branding in the Age of Social Media and the Impact of Consumer Brand Empowerment (All levels)
Ⓜ Ⓢ Tracks: In-House Practice and Strategy and Managing Your Brand in Times of Crisis

12:30 pm–1:00 pm (EST)
Capsule Keynote

12:30 pm–1:30 pm (EST)
Getting a Seat at the C-Suite Table (Advanced)
Ⓜ Ⓢ Tracks: In-House Practice and Strategy and Professional Advancement

12:30 pm–1:30 pm (EST)
Fake Stores: The Growing Trend in Counterfeiting and How to Combat it (Advanced)
Ⓢ Track: Anticounterfeiting/Brand Protection

6:00 pm–7:00 pm (EST) **Corporate Meet-Ups**

6:00 pm–7:00 pm (EST) **Table Topics**

7:00 pm–8:00 pm (EST) **Social Networking**

INTA WORKSHOP Limited Attendance

11:15 am–1:45 pm (EST)
The Women's Leadership Initiative Workshop—Advancing Women's Leadership: Women and Men Working Together to Effect Change (Option 1)

Tuesday, November 17 (EST)

These sessions are being offered in the Eastern Standard Time Zone (EST) (GMT - 4:00).

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

7:00 am–8:00 am (EST) **Corporate Meet-Ups**

8:00 am–9:00 am (EST) **Social Networking**

9:30 am–11:00 am (EST)
Town Hall: IP Practice of the Future: A View from Intellectual Property Offices (IPOs), In-House and Law Firm Leaders (Option 1)
Limited Attendance
Ⓢ Track: Innovation and the Future of IP

Concurrent Sessions:

11:15 am–11:45 am (EST) 10:00
am–11:00 am (EST)
Annual Review of Leading Case Law in the European Union
Ⓢ Track: Around the World - Regional Updates

10:00 am–11:00 am (EST)
Licensing in Crisis: What Are Brands Doing Now with Existing and Future License Relationships (Intermediate or Advanced)
Ⓢ Ⓢ Tracks: Commercialization of Brands/Brand Value and Innovation and Managing Your Brand in Times of Crisis

11:00 am–12:00 pm (EST) **Table Topics**

11:15 am–12:15 pm (EST)
Say What? Best Practices for Baby Boomers to Millennials for Legal and Corporate Communications (Intermediate)
Ⓜ Ⓢ Tracks: In-House Practice and Strategy and Professional Advancement

11:15 am–11:45 am (EST)
Capsule Keynote

Concurrent Sessions:

12:30 pm–1:30 pm (EST)
Preventing Number Nightmares: An Overview of Financial Issues and Concepts Facing Brand Owners (Intermediate or Advanced)
Ⓢ Ⓢ Tracks: Commercialization of Brands/Brand Value and In-House Practice and Strategy

12:30 pm–1:00 pm (EST)
Capsule Keynote

12:30 pm–1:30 pm (EST)
Design Law: Complementing Anticounterfeiting and Brand Protection Strategies (Intermediate)
Ⓢ Ⓢ Tracks: Anticounterfeiting/Brand Protection and Related Rights

6:00 pm–7:00 pm (EST) **Table Topics**

7:00 pm–8:00 pm (EST) **Corporate Meet-Ups**

7:00 pm–8:00 pm (EST) **Social Networking**

INTA WORKSHOPS Limited Attendance

7:00 am–9:00 am (EST)
TMS User-Group Meeting

7:00 am–9:30 am (EST)
The Women's Leadership Initiative Workshop—Advancing Women's Leadership: Women and Men Working Together to Effect Change (Option 3)

1:30 pm–3:00 pm (EST)
Trademark Administrators Best Practices Idea Exchange

Wednesday, November 18 (EST)

These sessions are being offered in the Eastern Standard Time Zone (EST) (GMT - 4:00).

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Corporate Meet-Ups**

8:00 am–9:00 am (EST) **Social Networking**

9:30 am–11:00 am (EST)
Town Hall: Inclusion: A Must Have for Brands and Brand Legal Professionals
Ⓢ Track: Diversity and Inclusion

11:00 am–12:00 pm (EST) **Table Topics**

Concurrent Sessions:

11:15 am–11:45 am (EST)
Capsule Keynote

11:15 am–12:15 pm (EST)
Update from Africa and the Middle East Update from Latin America
Ⓢ Track: Around the World - Regional Updates

11:15 am–12:15 pm (EST)
Trophy Hunting: Killing Tony the Tiger and Other Branded Characters (Intermediate)
Ⓢ Ⓢ Track: Regulatory Issues and In-House Practice and Strategy

12:15 pm–1:15 pm (EST)
Scams, Frauds, and Other Misdeeds on the Internet
Ⓢ Ⓢ Tracks: Managing Your Brand in Times of Crisis and Professional Advancement

12:15 pm–1:15 pm (EST)
Humans as a Resource: Building an Effective Team and Growing Talent (Intermediate or Advanced)
Ⓢ Track: Professional Advancement

1:30 pm–2:00 pm (EST)
Capsule Keynote

1:30 pm–2:30 pm (EST)
Practical Ethics Issues for Copyright and Trademark Lawyers
Ⓢ Track: Related Rights

3:00 pm–4:00 pm (EST) **Corporate Meet-Ups**

6:00 pm–7:00 pm (EST) **Table Topics**

7:00 pm–8:00 pm (EST) **Social Networking**

INTA WORKSHOPS Limited Attendance

7:00 am–9:00 am (EST)
TMS Joint Workshop: Protection of Store Designs as Trademarks (hosted by JPO)

2020 Anticounterfeiting Workshop: Combating Online Counterfeiting Together (Option 1)

10:45 am–11:45 am (EST)
Stakeholder meeting (1 hour)

12:00 pm–2:00 pm (EST)
Plenary session (2 hours)

Wednesday, November 18 (GMT+8)

These sessions are being offered in the China Standard Time Zone (CST) (GMT + 8:00). All sessions will be conducted in Mandarin.

7:00 am–6:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Corporate Meet-Ups**

9:30 am–11:00 am (GMT+8)
A New Stage in the Development of China's Trademark Digitalization: Big Data, AI, and Image Recognition

11:30 am–12:30 am (GMT+8)
Identification of Trademark Infringement in Parallel Imports: Chinese Practice and International Experience

1:00 pm–1:30 pm (GMT+8)
Capsule Keynote

2:00 pm–3:00 pm (GMT+8)
New Trends in IPR Enforcement in China

3:30 pm–4:30 pm (GMT+8)
One Year On: China's New Trademark Law Implementation

INTA WORKSHOP Limited Attendance (MANDARIN)

7:00 pm–9:30 pm (GMT+8)
Bad-Faith Workshop: From Defenses to Damages
This workshop will be conducted in Mandarin.

Thursday, November 19 (EST)

These sessions are being offered in the Eastern Standard Time Zone (EST) (GMT - 4:00).

6:00 am–7:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Social Networking**

9:00 am–10:00 am (EST) **Corporate Meet-Ups**

9:30 am–11:00 am (EST)
Town Hall—Brand Resilience: Marketing Your Brand During and After a Crisis
Ⓢ Track: Managing Your Brand in Times of Crisis

Concurrent Sessions:

11:15 am–11:45 am (EST)
Capsule Keynote

11:15 am–12:15 pm
Diversity and Inclusion: How to Live Your Values to the Benefit of Your People and Your Brand
Ⓢ Track: Diversity and Inclusion

11:15 am–12:15 pm
Patents
Session details to be announced soon.

11:00 am–12:00 pm (EST) **Table Topics**

11:15 am–12:15 pm (EST) **Table Topics**

12:30 pm–1:00 pm (EST)
Capsule Keynote

12:30 pm–1:30 pm (EST)
Informing and Influencing: Trademark Issues Arising in Global Advertising (Intermediate)

12:30 pm–1:30 pm (EST)
Hot Topics in Copyright: The New and Controversial Landscape
Ⓢ Track: Related Rights

12:30 pm–1:30 pm (EST)
Hot Topics in Copyright: The New and Controversial Landscape
Ⓢ Track: Related Rights

12:30 pm–1:30 pm (EST)
Hot Topics in Copyright: The New and Controversial Landscape
Ⓢ Track: Related Rights

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Hot Topics in Copyright: The New and Controversial Landscape
Ⓢ Track: Related Rights

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Hot Topics in Copyright: The New and Controversial Landscape
Ⓢ Track: Related Rights

Thursday, November 19 (GMT+8)

These sessions are being offered in the China Standard Time Zone (CST) (GMT +8:00). All sessions will be conducted in English.

6:00 am–7:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Social Networking**

9:00 am–10:00 am (EST) **Corporate Meet-Ups**

9:30 am–11:00 am (GMT+8)
Town Hall: IP Practice of the Future: A View from Intellectual Property Offices (IPOs), In-House and Law Firm Leaders (Option 2) Limited Attendance

Concurrent Sessions:

10:00 am–11:00 am (GMT+8)
Bringing Your Business Online in China
Ⓢ Track: Around the World - Regional Updates

10:00 am–11:00 am (GMT+8)
Professional Advancement
Session title to be announced.

11:15 am–11:45 am (GMT+8)
Capsule Keynote

11:15 am–12:15 pm (GMT+8)
Update from Asia-Pacific Update from India
Ⓢ Track: Around the World - Regional Updates

1:00 pm–1:30 pm (GMT+8)
Capsule Keynote

1:00 pm–2:00 pm (GMT+8)
Session title to be announced.

1:00 pm–2:00 pm (GMT+8)
How to Comply with GDPR: An Analysis of Regulatory Guidance from Europe Since 2018 (Intermediate)

1:00 pm–2:00 pm (GMT+8)
Regulatory Issues

1:00 pm–2:00 pm (GMT+8)
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Regulatory Issues

Friday, November 20 (EST)

These sessions are being offered in the Eastern Standard Time Zone (EST) (GMT - 4:00).

6:00 am–7:00 pm (EST) **Speed Networking**
(Offered regularly throughout the day)

8:00 am–9:00 am (EST) **Corporate Meet-Ups**

9:00 am–9:00 am (EST) **Social Networking**

9:30 am–11:00 am (EST)
Town Hall
Topic and speakers for this session will be announced soon.

11:00 am–12:00 pm (EST) **Table Topics**

11:15 am–12:30 pm (EST)
Annual Review of U.S. Federal and TTAB Developments (Advanced)
Ⓢ Track: Around the World - Regional Updates

12:45 pm–1:15 pm (EST)
Capsule Keynote

12:45 pm–1:45 pm (EST)
Brand Authenticity: Reacting to Social Movements Quickly and Appropriately
Ⓢ Track: Managing Your Brand in Times of Crisis

12:45 pm–1:45 pm (EST)
Data and AI Tools for the Trademark Lawyer
Ⓢ Track: Innovation and the Future of IP

12:45 pm–1:45 pm (EST)
Data and AI Tools for the Trademark Lawyer
Ⓢ Track: Innovation and the Future of IP

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Ⓢ Track: Innovation and the Future of IP

12:45 pm–1:45 pm (EST)
Data and AI Tools for the Trademark Lawyer
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All live sessions will be available on demand. Additional on demand content will be announced soon. Times and topics are subject to change.

NETWORKING OPPORTUNITIES

Speed Networking

We are excited to offer virtual Speed Networking sessions to help you make global business connections during the virtual 2020 Annual Meeting and Leadership Meeting. We understand how important making new connections and revitalizing former contacts are to your business continuity. Speed Networking is a great way to take one hour and spend time with colleagues in the INTA Community.

These sessions will be moderated video meetings, with no more than 12 participants. We are offering sessions at times convenient for many time zones to help you expand your network and develop new business relationships.

Multiple speed networking opportunities between 6:00am and 7:00pm EST depending on the day, from November 9–20

Corporate Meet-Up Sessions

We are pleased to announce that we will be offering Corporate Meet-Up Sessions, exclusive to brand owners, at the virtual 2020 Annual Meeting and Leadership Meeting. This is a new way to meet and interact with your global in-house counterparts in an informal and relaxed setting.

These sessions will be moderated one hour video meetings, with no more than 12 brand owners. We are offering sessions at times convenient for many time zones.

Multiple corporate meet-up opportunities between 6:00am to 6:00pm EST, depending on the day, from November 9–20. These are exclusive to brand owners

Table Topics

Table Topics provide a great networking opportunity to meet your global colleagues in a small group setting and discuss topics of interest. Table Topics will be moderated one hour video sessions with no more than 10 participants.

Table Topics are offered at 11:00am EST and on many days at 6:00pm EST, from November 9–20

Social Networking

Take a few minutes and enjoy our planned social offerings that are designed to bring registrants together through mutual interests, shared knowledge, or the adventure of trying something new. We are offering these social activities all week with the themes of sports, wellness, tastings, and experiences.

TRACK DESCRIPTIONS



1. **In-House Practice and Strategy** – Ever wondered what is top of mind for in-house practitioners today? Want an inside view of the pain points for brand owners? This track will apply a business lens to legal issues facing in-house practitioners. While there are some in-house only sessions, most of the sessions in this track are intended for both in-house and law firm practitioners to provide important insights into what brand owners are focused on today.



2. **Managing Your Brand in Times of Crisis** – Though the global pandemic is one of the worst crises in recent history, brands also face other types of crises, albeit certainly not on the same scale. Whether it is a data breach, a negative social media post that goes viral, or an unintended public relations misstep, brands have to deal with these situations far too often. The sessions in this track will help identify the questions to ask and solutions to consider as you address a crisis in your own organization.



3. **Innovation and the Future of IP** – The last 10 years have seen tremendous changes across the world. In the last six months, we have seen even more changes as the world has had to pivot to working remotely and interacting virtually, and brands have had to adapt how they market and sell their products and services to their customers. These changes influence every aspect of our lives—the way we work, play, and interact with each other—and have had a profound effect on consumer expectations and norms. How IP is created and protected is also experiencing a shift. This track will provide insights on the impact of innovation on brands and on the protection of brands, and will provide practical tips to help attendees successfully navigate and harness new innovations to benefit their own day-to-day jobs.



4. **Anticounterfeiting/Brand Protection** – The global counterfeit trade as we know it is an ever-changing realm that forces brand owners around the world to constantly adapt and adjust. Whether it be a global pandemic or just the Internet itself, practitioners must keep up with all of the latest developments. These sessions will explore global topics with a brand protection lens and provide industry insights and best practices.



5. **Regulatory Issues** – Every day, brand practitioners need to address regulatory issues that face brands—from brand restrictions to advertising issues to claims made about their products or services and more. The sessions in this track will give you a better understanding of the regulatory issues that brands need to consider before going to market and how-to tips and strategies that you can incorporate into your practice.



6. **Commercialization of Brands/Brand Value** – Brands don't exist in a vacuum, there is an ecosystem that creates, markets, and sells products and services. Brand practitioners need to address issues in supply and distribution agreements, agency agreements, tax issues, and more. When you look at the world today, the terms and enforcement of licensing agreements are likely top of mind for many practitioners as are sustainability efforts. Moreover, what a brand is worth is central to a business valuation—and is one of the hardest things to quantify for a brand legal team. Sessions in this track will provide insights and practical tips on a broad range of issues such as sustainability, use of customer data to build brand value, and effectively communicating the value of your IP.



7. **Around the World (Regional Updates)** – Understanding the differences in marketplaces, trademark laws, and issues facing brand owners in different regions is fundamental to all brand practitioners to be effective counselors to their business clients. Brand owners may take pride in their “global” brands but practitioners know that the protection systems vary nationally or regionally. Also, understanding the differences in the marketplaces, and the state of the law and practice is critical for our success. This track also features some of our year-on-year favorite sessions, such as the Annual Review of Leading Case Law in the European Union as well as the Annual Review of U.S. Federal Case Law and TTAB Developments



8. **Related Rights** – More and more, trademark practitioners are required to be brand practitioners, supporting all legal issues facing brands today. The ideal practitioner needs to be well versed in issues found in social media, right of publicity, copyright, designs, and much more. This track will provide tools to help every practitioner be more nimble in addressing the issues facing brand owners today.



9. **Professional Advancement** – Legal knowledge is not the only skill needed to be successful in business today. Being an effective manager, developing and marketing your practice, and enhancing your communication abilities are all necessary skill sets to advance your career. This track will provide insights into managing stress, being a more effective manager to build an effective team in a positive, innovative and collaborative environment, and more.



10. **Developing Issues in China (in Mandarin)** – In 2018 alone, China had over seven million trademark applications—so a comprehensive understanding of developing matters in China is a critical tool in any practitioner's toolbox. The ability to follow and adapt to new and developing legislation will continue to be at the forefront of any evolving practice. Join us for this track on developing issues in China, including topics on AI, big data, geographical indications, and bad faith registrations.



11. **Diversity and Inclusion** – Research shows that being diverse and inclusive leads to more innovative products and services, long-term employee retention, and higher financial performance. Diversity and inclusion should be reflected in all aspects of an organization, including its legal team. Sessions in this track will offer exclusive workshops relating to INTA's 2020 Women in Leadership initiative, town hall discussions, and insights into what companies are doing in this important area, and how brand legal teams can support these efforts.



12. **Patent** Business clients prefer having a “general counsel for brands” as opposed to having to seek out different specialists throughout the legal organization. And as innovation continues to spike in growth, the brand legal team is usually in discussions with business teams that relate to potential protection and enforcement issues across all areas of intellectual property. Hear from leading experts on the state of patent law today and the questions to ask to ensure that your business teams have a robust strategy to protect and enforce their innovations.

The sessions in this track will be offered in Mandarin