



2025 ANNUAL MEETING

SCHEDULE

FRIDAY MAY 16 / SATURDAY MAY 17	SUNDAY MAY 18	MONDAY MAY 19	TUESDAY MAY 20	WEDNESDAY MAY 21
FRIDAY MAY 16 10:00 am–6:00 pm Badge Collection & On-site Registration Hall A	8:00 am–9:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	8:00 am–9:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	8:00 am–9:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	8:00 am–10:00 am Breakfast Table Topics Salts Pavilion
SATURDAY MAY 17 8:00 am–9:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	8:00 am–10:00 am Breakfast Table Topics Salts Pavilion	8:00 am–10:00 am Breakfast Table Topics Salts Pavilion	8:00 am–10:00 am Breakfast Table Topics Salts Pavilion	8:00 am–10:00 am Continental Breakfast Hall C
8:00 am–10:00 am Breakfast Table Topics Salts Pavilion	8:00 am–10:00 am Continental Breakfast Hall C	8:00 am–10:00 am Continental Breakfast Hall C	8:00 am–10:00 am Continental Breakfast Hall C	8:00 am–2:00 pm Hospitality Hours Hall C
8:00 am–10:00 am Continental Breakfast Hall C	8:00 am–6:00 pm Badge Collection & On-site Registration Hall A	8:00 am–6:00 pm Badge Collection & On-site Registration Hall A	8:00 am–6:00 pm Badge Collection & On-site Registration Hall A	8:00 am–3:30 pm Badge Collection & On-site Registration Hall A
8:00 am–6:00 pm Badge Collection & On-site Registration Hall A	8:00 am–6:00 pm Hospitality Hours Hall C	8:00 am–6:00 pm Hospitality Hours Hall C	8:00 am–6:00 pm Hospitality Hours Hall C	9:00 am–10:00 am The Use of Surveys in Litigation Involving Non-Traditional Trademarks <i>Presented by the 2024-2025 Non-Traditional Trademarks Committee</i> Ballroom 6C
8:00 am–6:00 pm Badge Collection & On-site Registration Hall A	9:00 am–10:00 am INTA Pickleball Tournament Salts Pavilion, Balcony	9:00 am–10:00 am INTA Pickleball Tournament Salts Pavilion, Balcony	9:00 am–10:00 am INTA Pickleball Tournament Salts Pavilion, Balcony	10:00 am–2:00 pm Innovation Marketplace Hall B
8:00 am–6:00 pm Hospitality Hours Hall C	9:00 am–1:00 pm In-House Practitioners Workshop and Luncheon—Corporate Connections: Your Company and Beyond (pre-registration required) Ballroom 6B	9:00 am–11:00 am TM5 and INTA Joint Workshop: Acquired Distinctiveness Through Use Regarding Three Dimensional Trademarks Ballroom 6F	9:00 am–10:00 am The IP Trifecta: How to Best Utilize Design Registrations, Copyrights, and Trade Dress to Protect Unique Products <i>Presented by the 2024-2025 Designs Committee</i> Ballroom 6C	10:15 am–11:15 am It's Not Really a Trademark Question: Addressing Adjacent Legal Issues for In-House Counsel (<i>In-House Practitioners Only</i>) Ballroom 6C
8:00 am–6:00 pm Hospitality Hours Hall C	9:30 am–10:00 am INTA Pickleball Tournament Salts Pavilion, Balcony	9:30 am–10:45 am China Judicial Update Ballroom 6C	9:30 am–10:30 am Re-Connect: Virtual Pals BD Lounge, 5B	10:30 am–11:30 am Speed Networking: Session 9 Hall C
9:00 am–4:00 am INTA Board of Directors Meeting (<i>by invitation only</i>) Room 2	9:30 am–11:00 am All Rise: News from INTA's IP Court Ballroom 6E	10:00 am–10:30 am Capsule Keynote Fireside Chat with Acting Under Secretary of Commerce for Intellectual Property and USPTO Acting Director Coke Morgan Stewart Ballroom 6B	10:00 am–11:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	10:45 am–11:30 am The Business of Video Gaming: Navigating Intellectual Property Challenges and Opportunities Innovation Marketplace Theater
9:30 am–10:30 am Securing Brands on Web3: Enforcement, Abuse Prevention, and Anti-Counterfeiting Strategies for the Blockchain <i>Presented by the 2024-2025 Internet Committee</i> Ballroom 6C	10:00 am–11:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	10:00 am–11:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	10:00 am–11:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	11:00 am–12:00 pm IP and Ethics: Driving Business Success without Compromising Integrity Ballroom 6B
10:00 am–11:00 am Expanding and Managing Your Brand in China: Strategies for Success (<i>In-House Practitioners Only</i>) Ballroom 6B	10:00 am–6:00 pm Innovation Marketplace Hall B	10:00 am–4:00 pm Innovation Marketplace Hall B	10:00 am–4:00 pm Innovation Marketplace Hall B	11:00 am–12:00 pm Cross Border Data Transfer: Navigating the Legal Frameworks and Adopting Best Practices <i>Presented by the 2024-2025 Data Protection Committee</i> Ballroom 6C
10:00 am–11:00 am Pickleball: Open Play Hour Salts Pavilion, Balcony	10:30 am–12:30 pm Trademark Scholarship Symposium (TMSS) —Session 1 <i>Presented by the 2024-2025 Academic Committee</i> Room 3	10:30 am–11:30 am Speed Networking: Session 3 Hall C	10:15 am–11:15 am Navigating Ethical Challenges for In-House Trademark Practitioners: Privileges, Duties, and Best Practices (<i>In-House Practitioners Only</i>) Ballroom 6B	11:30 am–12:30 pm IP and Ethics: Driving Business Success without Compromising Integrity Ballroom 6B
10:00 am–2:00 pm Open Innovation Challenge Room 2	10:45 am–11:30 am The Business of Music: IP, AI, and the Future of Creativity Innovation Marketplace Theater	10:30 am–11:30 am Paint with a Twist: Sugar Metallic Edition BD Lounge, 5B	10:20 am–10:35 am Introduction to Patent Series Innovation Marketplace Theater	11:30 am–12:30 pm Cross Border Data Transfer: Navigating the Legal Frameworks and Adopting Best Practices <i>Presented by the 2024-2025 Data Protection Committee</i> Ballroom 6C
10:45 am–11:45 am Modernization at the Canadian Trademarks Opposition Board: A Cross-Border Perspective <i>Presented by the 2024-2025 Trademark Offices Practice Committee</i> Ballroom 6C	11:00 am–12:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	10:30 am–12:00 pm Leadership Bootcamp Session 1— Turn Conflict into Collaborative Leadership with DISC (<i>by invitation only</i>) Room 3	10:30 am–11:30 am Speed Networking: Session 6 Hall C	12:00 pm–1:00 pm Speed Networking: Session 10 Hall C
11:00 am–12:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	11:00 am–12:00 pm Frame Your Flora: Pressed Flower Kit BD Lounge, 5B	10:45 am–11:30 am Winning in the Age of AI: Domain Management Strategies for the Modern Brand <i>Presented by GoDaddy, 2025 Annual Meeting Gold + Thought Leadership Sponsor</i> Innovation Marketplace Theater	10:30 am–2:00 pm Leadership Lab: Session 2 Room 3	12:00 pm–2:30 pm Open Networking BD Lounge, 5B
11:15 am–12:15 pm Harnessing AI: Innovative Strategies and Practical Applications for Trademark Practitioners <i>Presented by the 2024-2025 Professional Development Committee</i> Ballroom 6B	11:15 am–12:15 pm ADR: Preparing to Successfully Mediate an IP Dispute (and Avoiding the Pitfalls) <i>Presented by the 2024-2025 Alternative Dispute Resolution Committee</i> Ballroom 6C	10:45 am–11:45 am Digital Guardians: Partnering with Your Cybersecurity Team for Enhanced Legal Protection (<i>In-House Practitioners Only</i>) Ballroom 6B	10:45 am–11:30 am Choosing Your Armor: Patents vs. Trade Secrets in IP Strategy (Patent Series) Innovation Marketplace Theater	1:00 pm–3:00 pm Luncheon Table Topics Salts Pavilion
11:15 am–12:15 pm Harnessing AI: Innovative Strategies and Practical Applications for Trademark Practitioners <i>Presented by the 2024-2025 Professional Development Committee</i> Ballroom 6B	11:45 am–12:30 pm The Future of IP: Use of AI by IP Offices Innovation Marketplace Theater	11:00 am–12:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	11:00 am–12:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	1:15 pm–2:15 pm Communicating the Strategic Importance of IP: Guidance for In-House Practitioners (<i>In-House Practitioners Only</i>) Ballroom 6C
12:00 pm–1:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	12:00 pm–1:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	11:15 am–11:45 am Capsule Keynote Europe's IP Frontier: Strategies for Success Amid Global Pressures Ballroom 6C	11:15 am–11:45 am Capsule Keynote Pathways to the General Counsel Role: Strategies for Aspiring IP Leaders Ballroom 6F	2:30 pm–3:30 pm Annual Review of U.S. Federal and State Case Law and TTAB Developments Ballroom 6B
12:00 pm–1:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	12:30 pm–1:30 pm Speed Networking: Session 1 Hall C	11:15 am–12:15 pm Rules of the Road in Engaging with Celebrities, Influencers, and Fans <i>Presented by the 2024-2025 Commercialization of Brand Committee</i> Ballroom 6F	11:30 am–12:30 pm Building Your Path: Business Development and Networking for Mid-Level IP Lawyers <i>Presented by the 2024-2025 Law Firm Committee</i> Ballroom 6B	6:00 pm–10:00 pm Grand Finale: Big Block Social Enter at Gaslamp Quarter Archway
12:00 pm–1:00 pm Open Networking BD Lounge, 5B	12:30 pm–1:30 pm Make It Yours: Paint & Personalize Your Own INTA T-Shirt! BD Lounge, 5B	11:30 am–12:30 pm Professor's Panel—Trademark Turf Wars: When the Trademark Office's Authority Ends and the Federal Court's Authority Begins Ballroom 6E	11:45 am–12:30 pm Navigating Global Patent Disputes: What Brand Legal Practitioners Need to Know (Patent Series) Innovation Marketplace Theater	
12:15 pm–1:30 pm INTA Board of Directors Luncheon (<i>by invitation only</i>) Room 3	1:00 pm–3:00 pm Luncheon Table Topics Salts Pavilion	11:45 am–12:30 pm Enhancing Data Analytics Through AI: Challenges and Opportunities for IP Professionals Presented by 2024-2025 Harmonization of Trademark Law and Practice Committee Innovation Marketplace Theater	11:45 am–1:15 pm WIPO IP Services User Meeting: Updates on the Madrid and Hague Systems, and Global Database Tools Ballroom 6E	
1:00 pm–2:00 pm Anticounterfeiting Workshop Luncheon Sponsored by Amazon, Inc. Ballroom 6A	1:30 pm–3:30 pm Trademark Scholarship Symposium (TMSS) —Session 2 <i>Presented by the 2024-2025 Academic Committee</i> Room 3	12:00 pm–1:00 pm Speed Networking: Session 4 Hall C	12:00 pm–1:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	
1:00 pm–2:00 pm Delivering Exceptional Client Experience and Service: Being Attuned to Client Needs and Expectations <i>Presented by the 2024-2025 Professional Development Committee</i> Ballroom 6C	1:45 am–2:30 pm Building Bridges: Setting Up and Maintaining an Effective Brand Portal Innovation Marketplace Theater	12:00 pm–1:00 pm Speed Networking: Session 4 Hall C	12:30 pm–2:00 pm Leadership Bootcamp Session 2—Turn Conflict into Collaborative Leadership with DISC (<i>by invitation only</i>) Room 3	
1:00 pm–2:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	2:00 pm–3:00 pm Speed Networking: Session 2 Hall C	1:00 pm–2:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	1:00 pm–2:00 pm Speed Networking: Session 7 Hall C	
1:00 pm–2:30 pm Stamp & Style: Fabric Stamping Fun BD Lounge, 5B	2:30 pm–3:30 pm Hot from Brazil: Inside INPI – Shaping the Future of IP in 2025–2026 Room 30AB	1:00 pm–2:00 pm Two Truths and a Lie! BD Lounge, 5B	1:00 pm–2:00 pm Open Networking BD Lounge, 5B	
1:00 pm–3:00 pm Luncheon Table Topics Salts Pavilion	2:00 pm–3:00 pm Speed Networking: Session 2 Hall C	1:00 pm–3:00 pm Luncheon Table Topics Salts Pavilion	1:00 pm–3:00 pm Luncheon Table Topics Salts Pavilion	
2:00 pm–4:00 pm Career Development Day Workshop <i>Presented by the 2024-2025 Academic Committee (pre-registration required)</i> Room 30AB	2:30 pm–4:00 pm Law Firm Idea Exchange: Mastering Today's IP Practice Management and Technology (pre-registration required) Room 30AB	1:15 pm–2:15 pm Innovative Strategies in Trademark Enforcement: Dynamic Blocking Injunctions – A Global Perspective <i>Presented by the 2024-2025 Enforcement Committee</i> Ballroom 6C	1:15 pm–2:15 pm Building a Winning Trademark Team: Strategies for Recruitment, Development, and Retention Ballroom 6C	
2:00 pm–4:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	2:45 pm–3:30 pm Green Claims and Brand Value: From Talk to Trust Innovation Marketplace Theater	1:15 pm–2:15 pm Unfair Competition: A Global Overview and Update on Recent Developments <i>Presented by the 2024-2025 Unfair Competition Committee</i> Ballroom 6B	1:15 pm–2:15 pm Shattering Systemic Barriers: How to Advance Gender Equality in the Intellectual Property Profession <i>Presented by the 2024-2025 Research Advisory Council and The Women's Leadership IP Initiative</i> Ballroom 6F	
2:00 pm–5:00 pm Anticounterfeiting Workshop <i>Presented by the 2024-2025 Anticounterfeiting Committee (pre-registration required)</i> Ballroom 6B	3:00 pm–4:00 pm Re-Connect: Networking Pals BD Lounge, 5B	1:15 pm–2:15 pm What's Your Leadership Style? <i>Presented by the 2024-2025 Leadership Development Committee</i> Ballroom 6F	1:15 pm–2:45 pm INTA Board Alumni Luncheon (<i>by invitation only</i>) Room 2	
2:15 pm–3:15 pm Navigating the Right of Publicity in the Age of AI: Challenges and Opportunities <i>Presented by the 2024-2025 Rights of Publicity Committee</i> Ballroom 6C	4:00 pm–5:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	1:30 pm–2:30 pm Speed Networking: Session 5 Hall C	1:45 pm–2:30 pm Patent Power Play: Essential Insights for IP Professionals (<i>Patent Series</i>) Innovation Marketplace Theater	
3:30 pm–4:30 pm Annual Meeting First-Time Registrant Orientation Ballroom 6C	4:00 pm–5:00 pm Open Networking BD Lounge, 5B	1:45 pm–2:30 pm The Business of Licensing: A 360-Degree Perspective Innovation Marketplace Theater	2:00 pm–4:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	
4:00 pm–5:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	4:30 pm–6:00 pm Opening Ceremonies Ballroom 20D	2:00 pm–4:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	2:30 pm–3:30 pm Annual Review of Leading Case Law in Europe <i>Presented by the 2024-2025 Trademark Reporter Committee</i> Ballroom 6B	
4:30 pm–5:30 pm Annual Meeting First-Time Registrant Reception Salts Pavilion	6:30 pm–8:00 pm Welcome Reception Salts Pavilion	2:30 pm–3:30 pm China Case Law Update—Navigating the Case Precedence: Exploring the Interplay between Law Amendment and Real-life Practice Ballroom 6C	2:30 pm–3:30 pm Advancing IP in Latin America & the Caribbean: PCT, PPH, and Local Inventor Challenges Ballroom 6C	
5:00 pm–6:00 pm Current INTA Board of Directors Reception (<i>by invitation only</i>) Bayside Corridor West		2:30 pm–3:30 pm Professor vs. Practitioner Debate—Resolved: Trademark Dilution Laws Are Essential to Protecting Brand Identity and Pose No Real Threat to Free Expression Ballroom 6F	2:45 pm–3:30 pm Unlock Your Leadership Potential: Transforming Trademark or Patent Professionals into Dynamic IP Professionals (Patent Series) Innovation Marketplace Theater	
5:00 pm–7:00 pm Anticounterfeiting Workshop Reception Sponsored by Tencent (by invitation only) Room 8		2:45 pm–3:30 pm Stronger Together - How to Maximize Anticounterfeiting Impact Among Brands and Platforms <i>Presented by the 2024-2025 Anticounterfeiting Committee</i> Innovation Marketplace Theater	3:00 pm–4:00 pm Speed Networking: Session 8 Hall C	
5:00 pm–7:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony		3:45 pm–4:45 pm Avoiding the Accidental Franchise and Other Licensing Pitfalls <i>Presented by the 2024-2025 Commercialization of Brands Committee</i> Ballroom 6F	3:00 pm–4:00 pm Natural Beats: DIY Your Own Bamboo Turntable BD Lounge, 5B	
6:15 pm–7:15 pm Rising Star Reception (by invitation only) Room 11A		3:45 pm–4:45 pm Geographical Indications (GI): Protection in the Domain Name System (DNS) Jointly <i>Presented by the 2024-2025 Internet and Geographical Indications Committees</i> Ballroom 6B	3:45 pm–4:45 pm AI-Driven Advertising: Copyright Issues in the New Frontier <i>Presented by the 2024-2025 Copyright Committee</i> Ballroom 6C	
		3:45 pm–4:45 pm Trademark Protection in the Digital Economy Era: Technology, Challenges, and Responses Ballroom 6C	3:45 pm–4:45 pm Navigating the EU DSA and AI Act: Implications for Trademark Professionals <i>Presented by the 2024-2025 Legislation and Regulations Committee</i> Ballroom 6F	
		4:00 pm–5:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	4:00 pm–5:00 pm INTA Pickleball Tournament Salts Pavilion, Balcony	
		4:00 pm–5:00 pm Jenga Pals! BD Lounge, 5B	5:00 pm–6:00 pm Asia Pacific Reception Salts Pavilion	
		4:00 pm–5:30 pm INTA Political Action Committee (PAC) Reception Room 2	5:00 pm–6:00 pm Latin America and Caribbean Reception Salts Pavilion	
		5:00 pm–6:00 pm Academic Reception Room 11A	5:00 pm–6:00 pm Legal Resources Contributor Reception (<i>by invitation only</i>) Ballroom 20D, Foyer	
		5:00 pm–6:00 pm Africa Reception Salts Pavilion	5:00 pm–6:00 pm Middle East Reception Salts Pavilion	
		5:00 pm–6:00 pm China Reception Salts Pavilion	5:00 pm–6:30 pm Patent Professionals Networking Reception Room 8	
		5:00 pm–6:00 pm Government Officials Reception (<i>by invitation only</i>) Salts Pavilion	5:00 pm–7:00 pm Pickleball: Open Play Hour Salts Pavilion, Balcony	
		5:00 pm–6:00 pm India Reception Salts Pavilion		
		5:00 pm–6:30 pm In-House Practitioners Reception Salts Pavilion		
		9:00 pm–11:00 pm President's Dessert Reception (<i>by invitation only</i>)		