



INTA ANNUAL MEETING

London, England | May 2-6, 2026



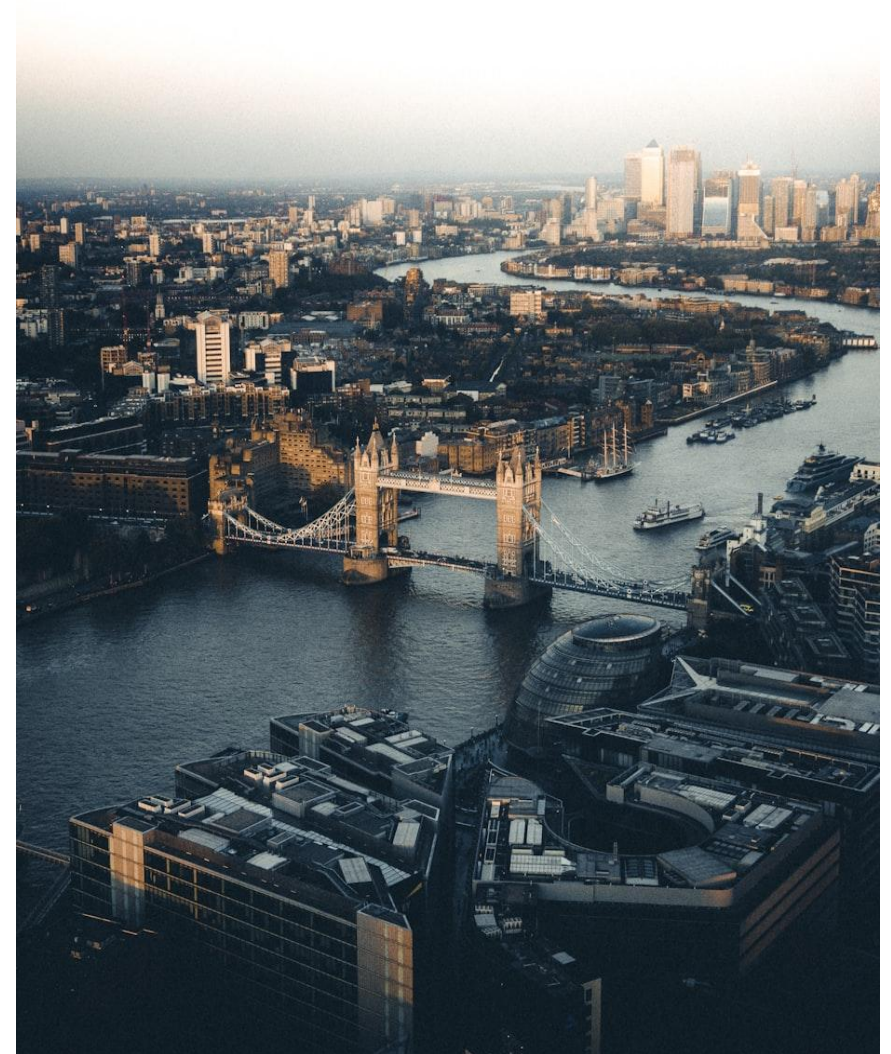
Annual Meeting 2026 | Member Town Hall

April, 2026



Agenda

- **Meeting by the Numbers**
- **Preparing for the Annual Meeting**
- **Meet the Co-Chairs**
- **All the Things You Can Do at Excel**
- **Business Development, Grand Finale and INTA Foundation**
- **Get the Most Out of the Annual Meeting**
- **Q&A**





Meeting by Numbers

4,229

ORGANIZATIONS

— FROM —

144

JURISDICTIONS



Total Registrants

8,605

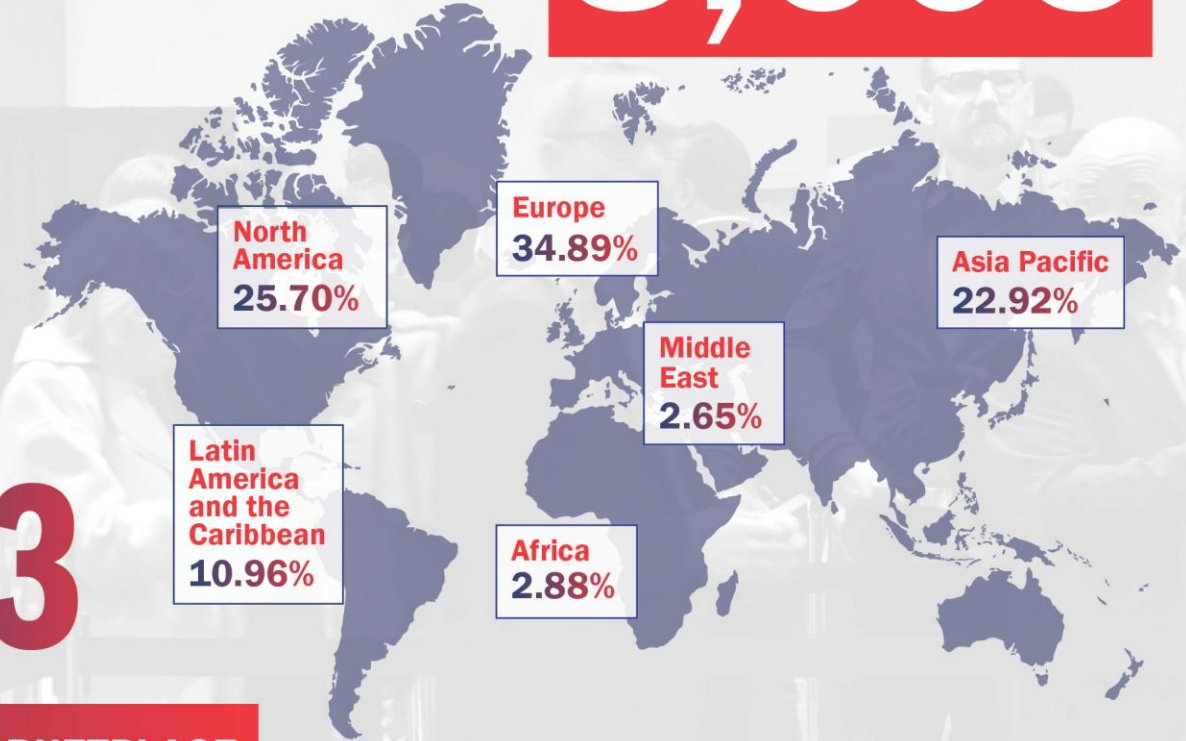
485

CORPORATE ORGANIZATIONS



CORPORATE INDIVIDUALS

843



- United States
- United Kingdom
- China
- Germany
- India
- Canada
- France
- Switzerland
- Japan
- Brazil

TOP 10 JURISDICTIONS

INNOVATION MARKETPLACE

174

EXHIBITORS

FROM 43 JURISDICTIONS

including

44

FIRST-TIME EXHIBITORS



INTA ANNUAL MEETING

London, England | May 2-6, 2026



Preparing for the Annual Meeting

Key Pre-Arrival Actions



- 1** Prepare your Entry Requirements
- 2** Bring a Converter and Portable Charger
- 3** Update Your Profile and Photo for Networking
- 4** Book Within the Official Hotel Block
- 5** Build Your Agenda in Advance



Arriving in London



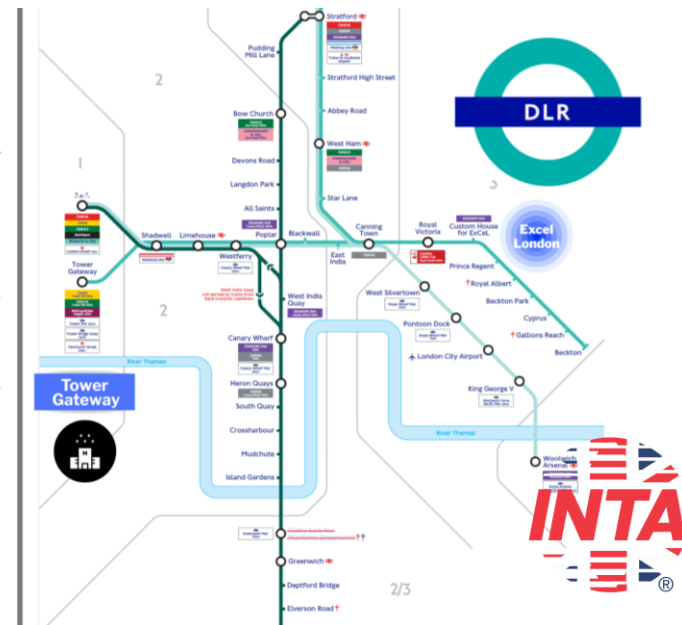
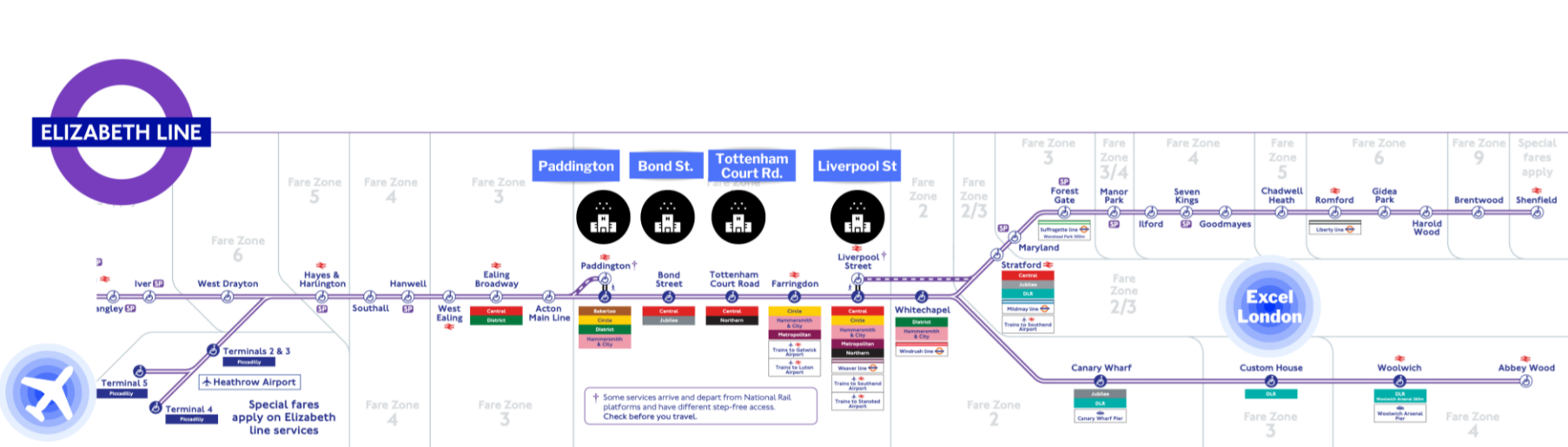
Transportation options from airport to Excel or INTA hotel block:

Use contactless payment if your card has no foreign transaction fees. Otherwise, purchase an Oyster card on arrival for simple, reloadable, and cost-controlled travel.

Elizabeth Line (~30 minutes to central London)

- The Elizabeth Line connects Heathrow Airport directly with Excel London.

Docklands Light Rail (DLR) for hassle-free travel to Excel London.



Arriving at Excel: Entry Points & First Steps



Custom House – West Entrance

12-15 minutes walking to Badge Collection & Onsite Registration (located in S11)



Prince Regent – East Entrance

2-3 minutes walking to Badge Collection & Onsite Registration (located in Prince Regent Walkway)



Badge Collection & Onsite Registration Hours

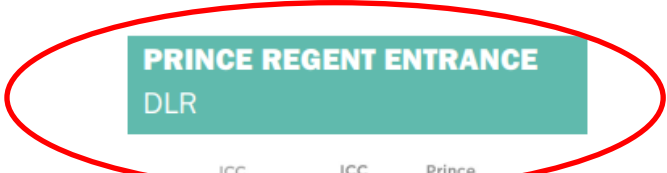
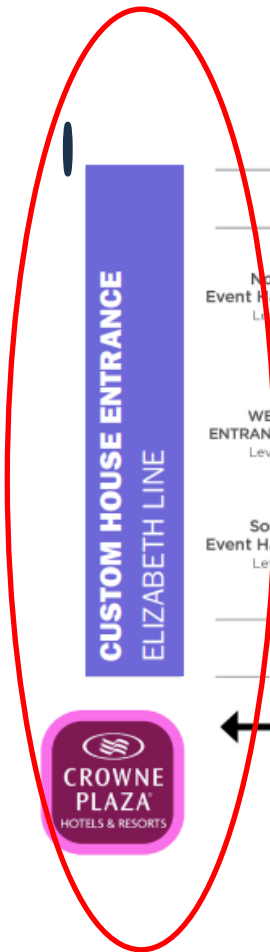
Day	Start Time	End Time
Friday	12:00 pm	6:00 pm
Saturday	7:30 am	7:00 pm
Sunday	7:30 am	7:30 pm
Monday	7:30 am	5:30 pm
Tuesday	7:30 am	5:30 pm
Wednesday	7:30 am	4:00 pm

Key instruction:

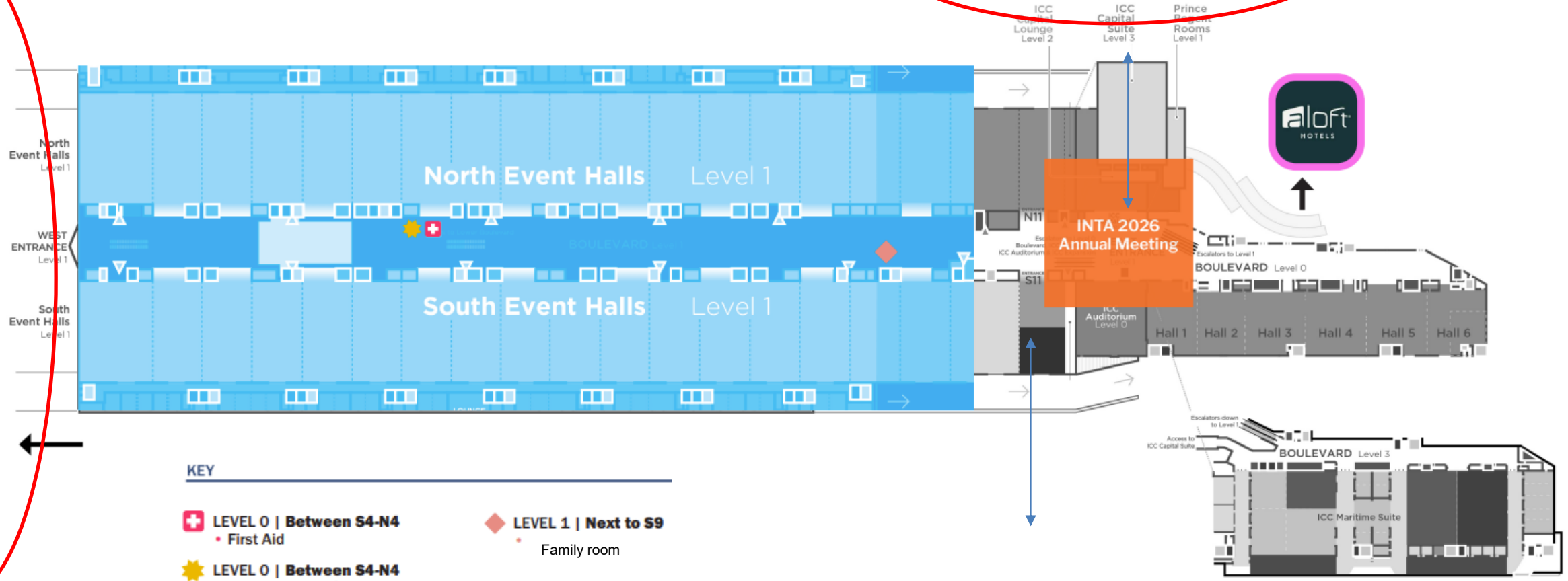
- Collect your badge immediately upon arrival.
- Your badge is required to gain access to all INTA Annual Meeting activations.

Navigating Excel: Overview (Level 1)

New slide since Town Hall 2



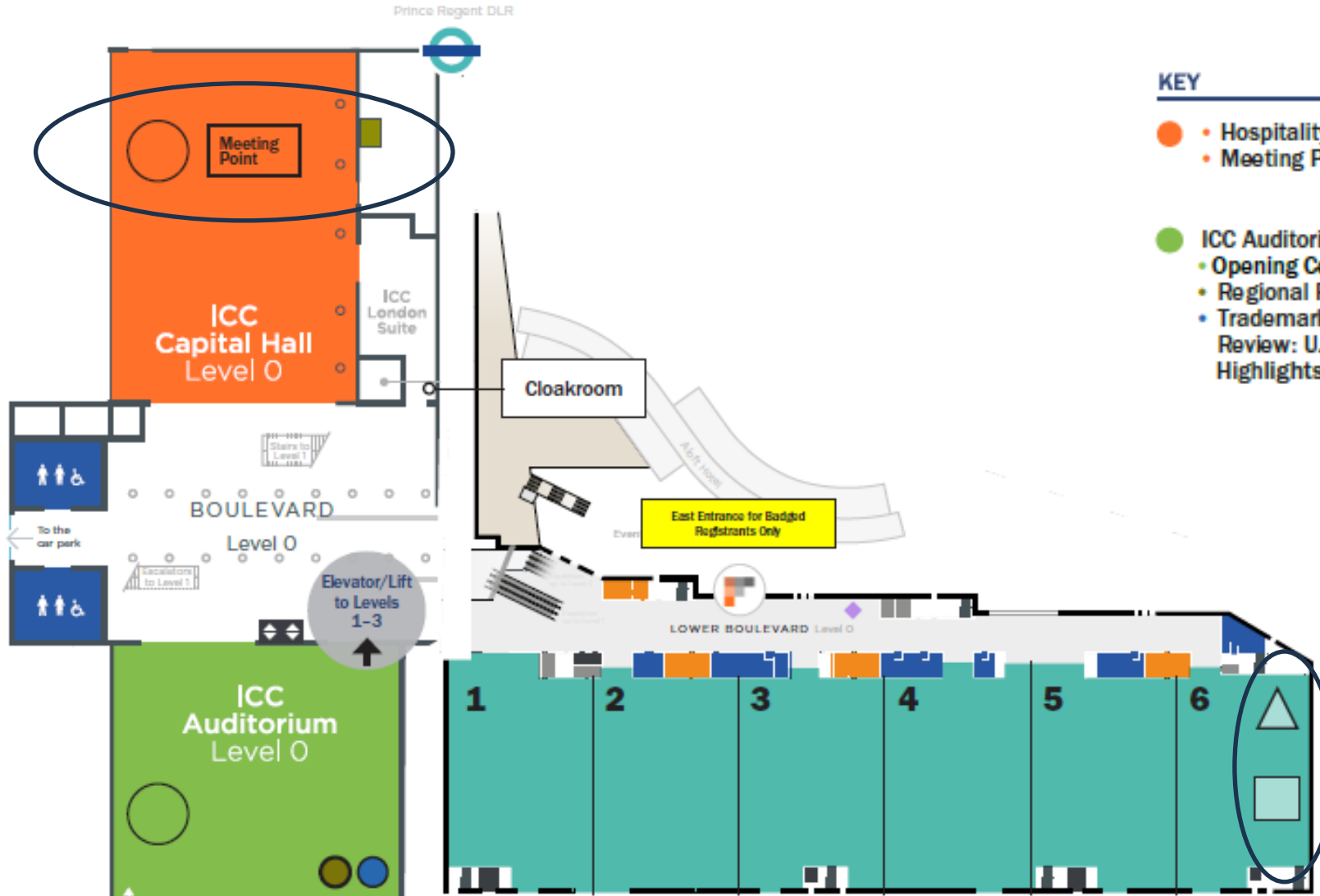
CUSTOM HOUSE ENTRANCE
ELIZABETH LINE



- KEY**
- + **LEVEL 0 | Between S4-N4**
 - First Aid
 - ★ **LEVEL 0 | Between S4-N4**
 - ATM, Business Center, Cloakroom, and Currency Exchange
 - ◆ **LEVEL 1 | Next to S9**
 - Family room
 - ◆ **LEVEL 1 | Next to S9**
 - Family room



Navigating Excel: Level 0



KEY

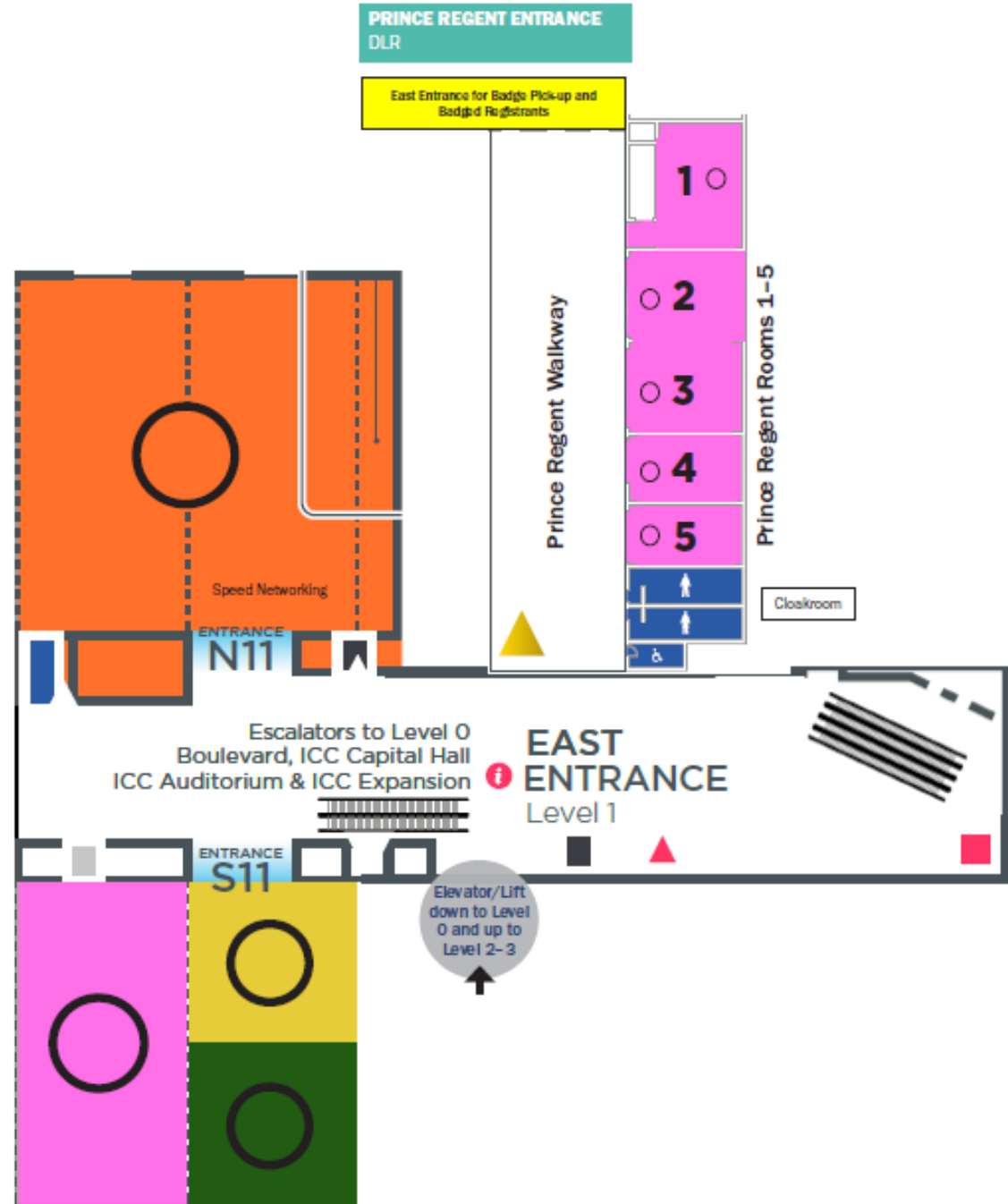
- Hospitality
- Meeting Point
- ICC Auditorium
- Opening Ceremonies
- Regional Receptions
- Trademark Year in Review: U.S. Case Law Highlights-Part 1
- ICC Maritime Halls 1-6
- Innovation Marketplace
- Exhibits
- INTA Foundation
- Innovation Marketplace Theater
- Daily Keynotes
- Educational Sessions
- ▲ INTA Food Hall
- ◆ Prayer and Meditation Room

Navigating Excel: Level 1



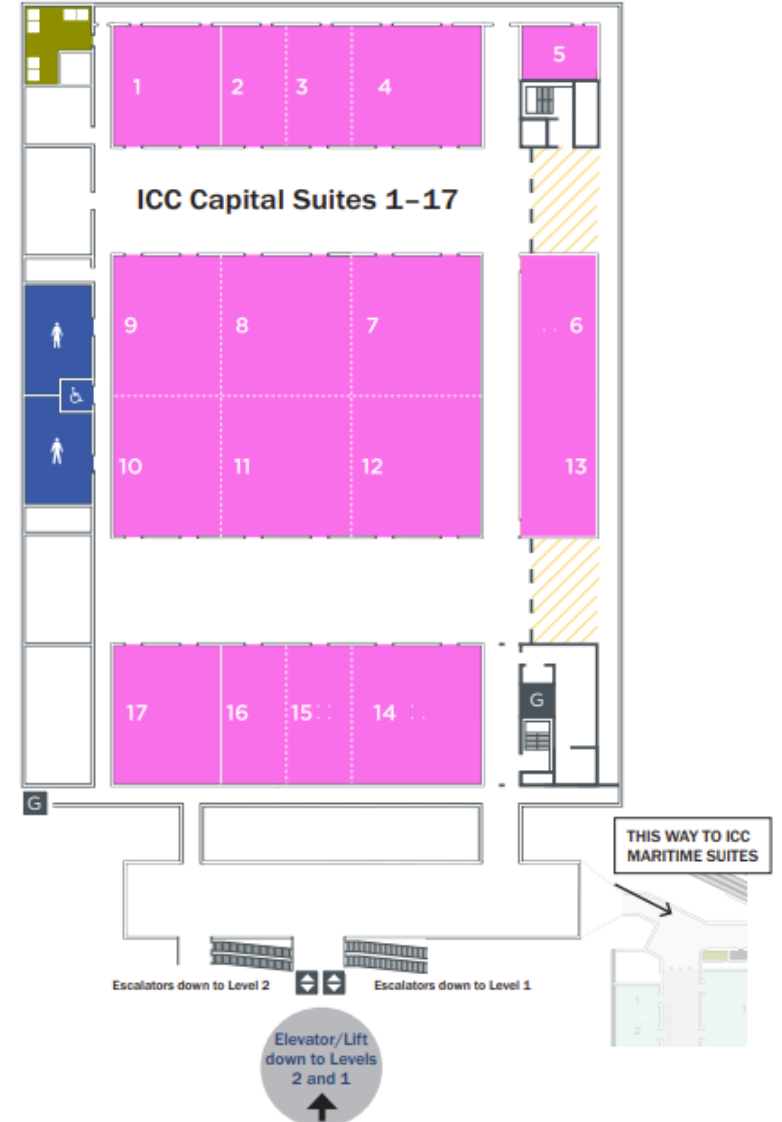
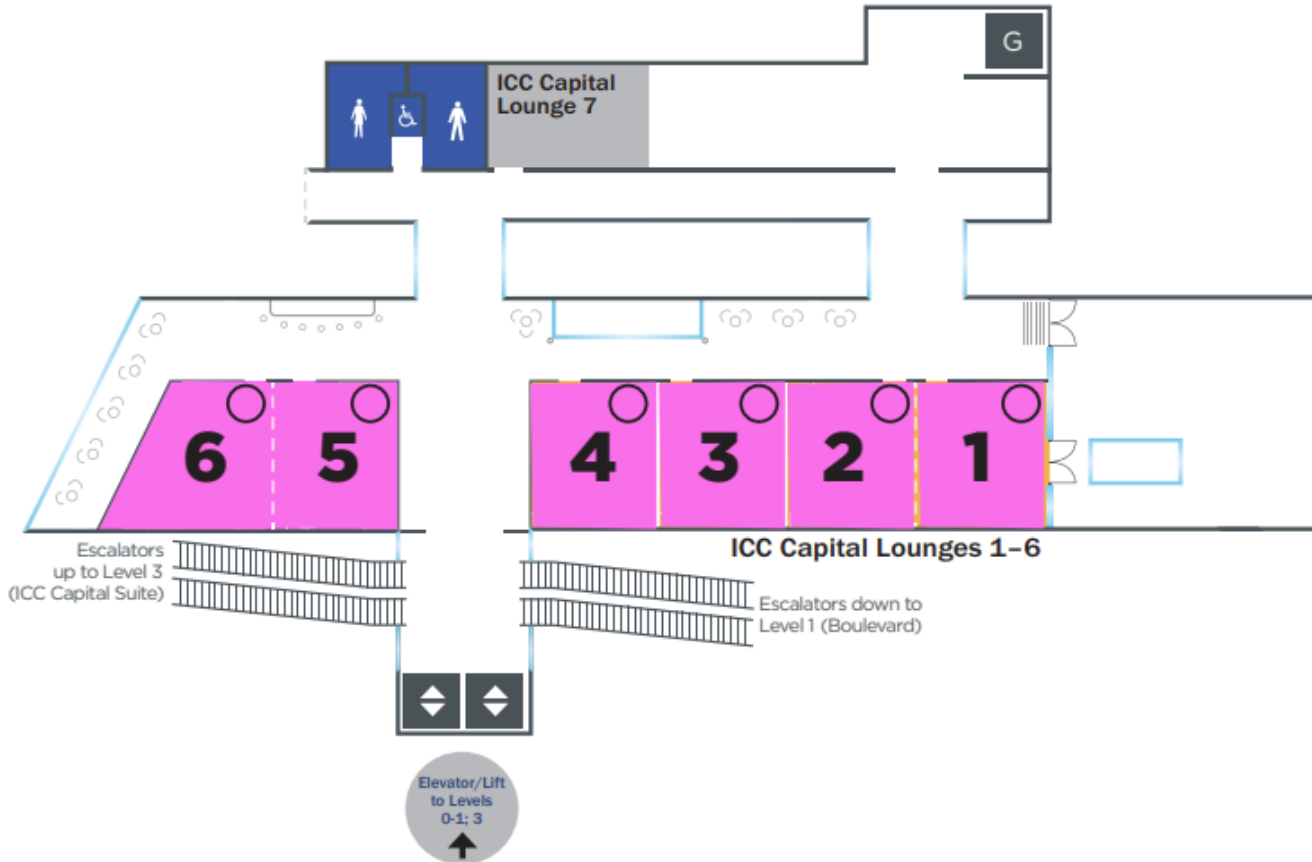
KEY

- | | |
|--|---|
| <ul style="list-style-type: none"> ● • Hospitality ● • Speed Networking ● • Business Suites ● • Business Suites Concierge Desk ● • Badge Collection & Onsite Registration ● • Corporate Member Lounge
<i>*Accessible to registered corporate members only</i> | <ul style="list-style-type: none"> i • Information Desk ▲ • INTA Merchandise Store ■ • BD Excursions Desk ■ • bnetwork Housing Desk ■ • London Desk ▲ • Badge Collection & Onsite Registration (East Entrance Prince Regent) |
|--|---|



Navigating Excel: Levels 2 and 3

New slide since Town Hall 2



KEY

● Business Suites

Navigating Excel: Level 3

New slide since Town Hall 2



KEY

BD Lounge	Business Suites	Committee Meetings	Daily Keynotes	Educational Sessions	Information Desk
Receptions	Speaker Ready Room	Table Topics	Workshops		



Meet the Co-Chairs

2026 Annual Meeting Co-Chairs



Tanya Fickenscher

Vice President and Deputy General Counsel
Major League Baseball (MLB)
USA



Lara Kayode

Managing Partner and Founder
O. Kayode & Co.
Nigeria

An aerial night view of a city, likely London, showing a wide river (the River Thames) flowing through the center. The city is illuminated with numerous lights, and a prominent suspension bridge (the Tower Bridge) is visible in the foreground. The sky is dark, and the overall scene is a vibrant display of urban lights.

All the Things You Can Do at Excel

Excel & Annual Meeting Activities



Notable Daily Keynotes



Sunday, May 3, 4:30 pm - 6:00 pm

Daren Tang

Director General
World Intellectual Property Organization
Switzerland



Tuesday, May 5, 11:15 am - 11:45 am | Importance of IP to Economic Growth

Kanisha Narayan MP

Parliamentary Under-Secretary of State
Department for Science, Innovation and Technology
UK

AI Focused Sessions



Saturday, May 2

- **Technologies Shaping the Future of IP** | Code & Culture: Indigenous IP Rights in the Age of Artificial Intelligence
Lorraine Takaendesa, Honey & Blackenberg (Zimbabwe)
- **AI-First Legal Leadership in In-House Teams: Myth or Necessary Reality?**
Welly Tantonio, Secretlab (Singapore)

Sunday, May 3

- **Technologies Shaping the Future of IP** | Digital Advertising Under the Microscope: AI Claims, Dark Patterns, and Global Legal Trends
Jayde Wood, Gowling WLG (Canada)
- **Business of Intangibles** | Daily Keynote – Women Architects of Innovation: AI, IP, and What's Next
Esther Ono, Meta (USA)
- **Technologies Shaping the Future of IP** | Future Proofing: Skills and Strategies for a Tech-Driven IP World
Maria Baratta, Kilpatrick Townsend (USA)

Monday, May 4

- **Technologies Shaping the Future of IP** | From Gameplay to Gestures: Trademarking the Intangible in the Digital Era
Samta Mehra, Remfry & Sagar (India)
- **Law and Policy** | Recent Developments in AI, IP Policy Modernization, and Innovation Ecosystems in Key African Markets
Shem Otanga, Cliffe Dekker Hofmeyr (Kenya)

Tuesday, May 5

- **Transforming National Office Services: Key Features, Strategies, and the Responsible Adoption of AI**
Andy Bartlett, UK Intellectual Property Office (UK)
- **AI-Driven Advertising: Copyright in the New Frontier**
Randall Collins, HP Inc. (USA)
- **Law and Policy** | UK Judges on the Frontline: AI, Litigation Trends, and the Future of IP
Arty Rajendra, Osborne Clarke (UK)
- **Law and Policy** | Guardrails or Handcuffs? AI Regulation's Impact on Brand Strategy
Christine Strutt, Von Seidels (South Africa)

Wednesday, May 6

- **AI and Patents: Inventorship, Eligibility, and Beyond**
Mamta Rani, Intl Advocare (India)

Workshops & Special Programs (Pre-Registration Required)



Workshops & Receptions

- **Anticounterfeiting** Workshop and Luncheon (Saturday): (In-House Practitioners Only)
 - Pre-registration + additional fee
 - Includes access to Anticounterfeiting Reception
- **In-House Practitioners** Workshop and Luncheon (Sunday):
 - Pre-registration required, no fee
 - Themed around resilience
 - High demand (Close to 200 registered)
- **Trademark Administrators** Brunch (Sunday):
 - Pre-registration + additional fee
- **IPO & Industry** Workshop (Monday):
 - Pre-registration required, no fee
 - New for 2026
- **Law Firm** Idea Exchange (Monday):
 - Pre-registration required, no fee
- **In-House Practitioners** Reception (Monday):
 - No registration required. Exclusive to In-house professionals



How to Sign Up

- Register for the 2026 Annual Meeting
- [Click this link](#)
- Click on the **Details button** next to 2026 Annual Meeting.
- Under Order Details on the right side of the page, click on the **Add Session button**.
- Click on the Select button next to the add-on/session you want to sign up for.
- **Click Checkout** and follow the prompts to make your payment.

Navigating The Program Onsite



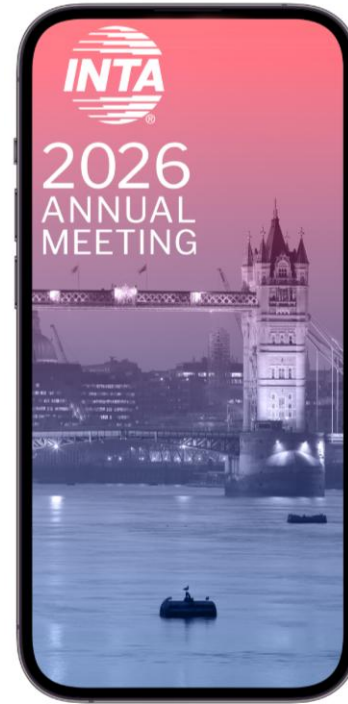
Home Registration ▾ Hotels & Travel ▾ Education ▾ Business Development ▾ Innovation Ma

Search...

Search Results | Showing 0 of 611 in Sessions. [Reset Filters](#)

FILTER BY: Date ▾ Category ▾ Series ▾

Friday, May 1, 2026 12:00 pm – 6:00 pm	Badge Collection & Onsite Registration
Friday, May 1, 2026 2:00 pm – 5:30 pm	Pedals & Pints: A Vintage Cycling Tour of London
Friday, May 1, 2026 6:00 pm – 9:15 pm	Dinner, Dancing & Digital Magic: ABBA Voyage Experie...
Saturday, May 2, 2026 7:30 am – 7:00 pm	Badge Collection & Onsite Registration



Scan the QR code and download the INTA Events App.



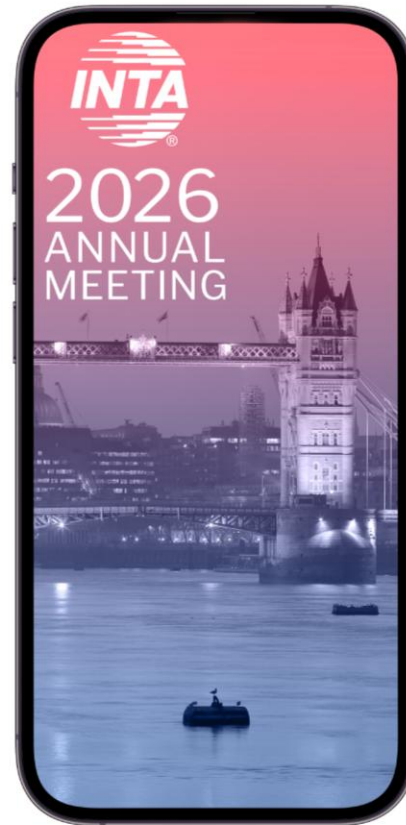
Participating in Sessions (CLE & Check-In)

New slide since Town Hall 2



To receive **CLE credits** after attending a CLE approved session, you must:

- Download our **app**
- Find the session you attended
- **Self-check** that you participated in this session



Scan the QR code and download the INTA Events App.



New for 2026: The INTA Food Hall Experience

A Borough Market–inspired, grab-and-go dining concept designed for speed, choice, and connection.

What to expect

➤ Curated global food trucks

Moroccan street food | Indian cuisine | Asian fusion | Baked Chicken | Chocolate!

➤ Limited seating available

Ideal for quick refueling or **informal networking between sessions**

➤ Payment Options

Payment by **debit or credit card only** accepted

➤ Hours

Sunday, May 3 to Tuesday, May 5: **10:00 am – 3:00 pm**

Wednesday, May 6: **10:00 am – 1:00 pm**



An aerial night view of a city, likely London, showing a wide river (the River Thames) flowing through the center. The city is illuminated with warm yellow and white lights, contrasting with the dark blue night sky. A prominent suspension bridge (the Tower Bridge) is visible in the foreground, spanning the river. The background shows a dense urban landscape with numerous buildings and lights extending to the horizon.

Business Development, Grand Finale and INTA Foundation

Grand Finale 2026 – An Evening at Tate Modern



Tate Modern, London

7:00 PM – 10:00 PM

Capacity: Limit | RSVP required | Exclusive for Annual Meeting Registrants

Currently: Sold out / waitlist in place

Entry & Wristbands

- Wristband required for entry.
- Wristbands can be picked up at Excel only (*Saturday – Tuesday*).
- No wristband = no entry (no exceptions)
 - *Attendance strictly limited due to venue safety and capacity requirements*

Coats, Bags & Luggage

- No coat check available
- Luggage, large bags, and backpacks are not permitted
- Guests should not bring luggage to the venue
- Items brought to Tate cannot be stored

These requirements are set by Tate Modern and will be strictly enforced.

Impact: Iconic venue, unforgettable experiences, and the ultimate networking finale!

Business Development (BD) – Explore London, Expand Your Network



Experience London while you connect.

We've curated standout excursions that blend iconic sights, local flavor, and great conversation with fellow registrants. Each outing is designed to spark networking and build meaningful professional relationships.



Two Venues. One Goal: Meaningful Connections.

BD Lounge | Excel London

Your central hub for professional engagement

The Ned | Central London

An exclusive networking extension in a relaxed, elegant setting



Excursions & Tours

Choose from these and many more excursions.

- The Vault Experience at The Ned: **Where Networking Meets 007 Glamour**
- **Pedals & Pints: A Vintage Cycling Tour of London**
- **Churchill's London: Behind the Glass & Beyond**
- **Dine & Drift: A River Thames Networking Experience**
- **Mini Adventures: London in Classic Style**
- **Swing, Sip & Socialize: Crazy Golf at Swingers**

INTA Foundation

New slide since Town Hall 2



The INTA Foundation works to **expand access to educational and professional opportunities for students in IP.**

- INTA Foundation table is located at **Maritime Boulevard across from Hall 1 at Excel**
- Opportunity for **pictures** with our London Letters
- Opportunity to **donate** to a noteworthy cause





Getting the Most Out of the Annual Meeting

Final Reminders

Pick up your Badge and Grand Finale Wrist Band Early on Friday, May 1

Plan your Agenda in Advance

Allow Sufficient Transition / Travel Time Between Sessions and Meetings

Maximize Networking Opportunities

Use the App as Your Go-To Source for Information



Corporate Organizations Registered

7-Eleven, Inc.

Aditya Birla Management Corporations Pvt Ltd.

Alcon

Alibaba

Alpargatas S.A.

Alticor Inc.

Amazon

Amazon EU Sarl

AMAZON.COM

Amazon.com, Inc.

American Express

Amgen Inc.

Anheuser-Busch INBEV S.A.

Apple and Pear Australia Ltd

Aristocrat Technologies Australia Pty Ltd

Aristocrat Technologies, Inc.

ASICS AMERICA CORPORATION

Astellas Pharma Europe Ltd.

AstraZeneca

AT&T Services, Inc.

ATARI GAMES INDIA PRIVATE LIMITED

Autodesk, Inc.

B V L G A R I / LVMH

Barry Callebaut

Bayer Intellectual Property GmbH

Beiersdorf Middle East

Bellroy

Biofarma

BIOMERIEUX

Blue Cross Blue Shield Association

BMW AG

BNY

Botica Comercial Farmacêutica Ltda.

Bristol-Myers Squibb

British American Tobacco Group

Brooks Sports, Inc.

CASTEL FRERES

Caterpillar Inc.

CCA and B, LLC

Chanel Limited

Chanel SAS

Chanel, Inc.

Chevron Corporation

Chick-fil-A, Inc.

CKE Restaurants Holdings, Inc.

Comite interprofessionnel du vin de

Champagne

Compassion International, Inc.

Corteva Agriscience LLC

Cosnova GmbH

Coty Inc.

Crocs Europe B.V.

Crunchyroll LLC

CSL

Danish Fashion and Textile

Dentsu International Limited

DO Innovations SA

Dropbox, Inc.

E. & J. Gallo Winery

Edgewell Personal Care Company

Epic Games, Inc.

Etex Services NV

F. Hoffmann-La Roche AG

Federation of the Swiss Watch Industry FH

Ferrara Candy Company

Ferrero U.S.A. Inc.

Fidelity Investments

Fluke Corporation

Ford Motor Company

Fortnum & Mason

Fruit of the Loom

Genesys Cloud Services, Inc.

Gigabyte Technology Co., Ltd.

Gilead Sciences Inc.

Giorgio Armani SpA

Grupo AIE

H. Lundbeck A/S

Hard Rock International

Harley-Davidson Europe

Harley-Davidson Motor Company, Inc.

Corporate Organizations Registered (cont'd)



Harman International Industries,
Incorporated

Harvard University

Heineken International B.V.

Herschel Supply Company Ltd.

Hilti Aktiengesellschaft

Holcim

Holcim Technology Ltd

HP INC.

HUMAN MADE INC.

Humanable

Iconix International Inc.

IICOMBINED Co., Ltd.

Industria De Diseno Textil, S.A. (Inditex, S.
A.)

Intel Corporation

InterContinental Hotels Group

International Olympic Committee

INTERPARFUMS

ISDIN

James Hardie Technology Limited

Johnson & Johnson

Johnson & Johnson

Johnstons of Elgin

JT International S.A.

JTI GBS POLAND Sp. z o.o.

Kenvue

Lacoste Alligator S.A. (MF Brands Group)

Leatherman Tool Group, Inc.

LG Display Co., Ltd

Li & Fung (Trading) Limited

Light & Wonder, Inc.

LinkedIn Corporation

L'Oreal USA, Inc.

LUIGI LAVAZZA SPA

lululemon athletica

Mahindra & Mahindra Limited

Major League Baseball

Marriott International, Inc.

Mars Inc

Mastercard International Incorporated

Mattel, Inc.

McKesson Corporation

Medela AG

Merck & Co., Inc.

MetLife

MF BRANDS GROUP

MGM Resorts International

Microsoft Corporation

Middle Earth Enterprises LLC

Molson Coors Beverage Company

MTN Nigeria

National Optics Institute (INO)

NBA Properties, Inc.

NBC Universal Media, LLC

NBCUniversal

NCFTA

New Balance Athletics, Inc.

New England Biolabs

New Era Cap, LLC

News Corporation

Nike, Inc.

Nintendo of America Inc.

Nokia Corporation

Novartis International AG

Novartis Pharma AG

Olaplex, Inc.

ON AG

Oracle Corporation

Outfit7 Limited

P&G Technical Centre Ltd

Parlux Holdings, Inc

PepsiCo, Inc.

Perry Ellis International, Inc.

Pfizer Inc.

Philips International B.V.- Intellectual Property &
Standards

PIM BRANDS

PING

Pirelli & C. S.p.A

PlanetArt LLC

Corporate Organizations Registered (cont'd)



Procter & Gamble Asia
Procter & Gamble International Operations
SA
Prosus Services B.V.
PZ Cussons (International) Limited
Qualcomm Incorporated
Reckitt Benckiser Corporate Services Ltd
Richemont International Limited
Richemont International SA
Robert Bosch LLC
Rolex, S.A.
RTL Group Markenverwaltungs GmbH
S.C. Johnson & Son, Inc.
Salesforce, Inc.
San Miguel Brewery Inc.
Sanofi
Sartorius Lab Instruments GmbH & Co. KG
Secretlab
Secrid BV
Seiko Group Corporation
Selkirk Sport
Shibumi Shade, Inc.
Societe des Produits Nestlé
Sony Interactive Entertainment LLC
SOREMARTEC S.A.
Spin Master Ltd
Stanley Black & Decker, Inc.

Starbucks Coffee Company
Stripe, Inc.
Stussy Inc.
Sumitomo Rubber Industries Ltd
Swiss Pharma International AG
Syngenta Crop Protection AG
T. Rowe Price Associates, Inc.
Takeda Pharmaceuticals International AG
Taylor Made Golf Company
Telefonaktiebolaget L M Ericsson
TelevisaUnivision
Tempur Sealy International, Inc.
TEMU
The Chemours Company FC, LLC
The Coca-Cola Company
The Linux Foundation
The Weir Group PLC
Tiffany & Co.
TUI AG
Turtle Wax, Inc.
Union-Swiss (Pty) Ltd
UPM-Kymmene Corporation
Urumepa
Valvoline Global Products
VERSANT
VGW Holdings Limited
Walmart Inc.

Warner Bros. Discovery, Inc.
WD-40 Company
Wella International Operations Switzerland Sarl
Workday, Inc.
Wyndham Hotels & Resorts, Inc.
Yahoo Inc.
Zippo Manufacturing Company
Zoetis Inc.
Zwilling J.A. Henckels AG
Aditya Birla Management Corporations Pvt Ltd.
AMAZON CHINA
Amway (China) Co., Ltd.
Anker Innovations Technology Co. Ltd
Apple, Inc.
ATARI GAMES INDIA PRIVATE LIMITED
Beijing Pop Mart Cultural Creative Co., Ltd.
BYTEDANCE
China Telecommunications Corporation (CTC)
Cipla
Fresenius Kabi Oncology Limited
Haier Group
HollySys Technology Group Co., Ltd.
IPRDAILY

Corporate Organizations Registered (cont'd)

Jinan Baitu Trademark Software Limited

LINDBERG

Mahindra & Mahindra Limited

medmix

Meituan

Midea Group CO., LTD

PepsiCo India Holdings Pvt. Ltd.

PMI Commerce & Trading (Shanghai) Co.,
Ltd.

Sun Pharmaceutical Industries Limited

Taobao (China) Software Co., Ltd.

Tencent Holdings Limited

TVS Motor Company Limited

Wahl Clipper Corporation





Q&A – Thank you for joining!