

INTA Bulletin

THEME ISSUE

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In the lead-up to INTA's upcoming **2022 Annual Meeting Live+**, the *INTA Bulletin* theme issues have been organized around the Meeting's educational program tracks. Today's *INTA Bulletin* highlights content related to two tracks. Three articles align with Complimentary Rights, Regulatory Issues, and Brand Restrictions. The other three cover the Innovation and the Future of IP track. They include two original interviews with the respective track leaders.

Increasingly, brands are leveraging a variety of IP rights to bolster protection and complement their existing rights. It's now more important than ever for brand professionals to be well-versed in the full complement of IP rights as well as the evolving regulatory landscape to provide the appropriate guidance businesses need for today and tomorrow. On the other hand, policymakers in a rising number of jurisdictions are seeking to pass brand restrictions legislation, which is detrimental to consumers, trademark owners, and marketplace competition. INTA views brand restrictions as one of the greatest threats to brands today.

Change is constant...and it happens at lightning speed in the Digital Age! Brands are constantly adapting to a changing marketplace and new technologies. Innovative forward-thinking brands are leading this change. No doubt, the future presents brand professionals with myriad challenges and opportunities. Anticipating the future state of the marketplace and the role of IP is crucial for the continued growth of protection and enforcement systems across the globe, and to ensure the continued relevance of brand professionals.

ThemeSetters



The Expanding IP Landscape

In an interview with the *INTA Bulletin*, 2022 Annual Meeting Live+ Track Leader Caroline Chicoine—heading the Complimentary Rights, Regulatory Issues, and Brand Restrictions track—discusses the interplay of complimentary IP rights in a progressively digital world and the growing pervasiveness of brand restrictions.

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The Many Implications of Innovation

Scott Mayhew, Innovation and the Future of IP Track Leader for the 2022 Annual Meeting Live+, has one warning to brand owners and brand professionals: "Innovate or get left behind." In an



interview with the *INTA Bulletin*, he looks at “innovation” through various lenses and discusses why brand owners and legal practitioners should embrace it.

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*Bulletin*Headlines



WIPO's Wend Wendland on Proactively Using Trademarks to Protect the Rights of Indigenous Peoples

In an interview with the *INTA Bulletin*, WIPO's Wend Wendland talks about how Indigenous peoples and local communities are using intellectual property to protect their rights and how WIPO and INTA have been able to help.

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Enforcing Designs Globally: Same or Different?

INTA's Designs Committee conducted a member survey to help the Association develop a position on the harmonization of design remedies for its model design law guidelines and to help practitioners understand the similarities and differences between the available remedies for design infringement across jurisdictions.

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IP in Outer Space: The Next Frontier

The current Space Race 2.0 has highlighted the lack of intellectual property protection in outer space. There are various ways to remedy this major “black hole” in space, such as by negotiating a new treaty, extending existing treaties, or relying on contracts.

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Artificial Intelligence Threatens Trademark's Gatekeeper Role

The future for trademarks becomes uncertain as artificial intelligence plays an increasingly dominant role in how consumers search for products or services online.

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2022 Annual Meeting Live+

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