

# INTA Bulletin

PLUS

March 23, 2022 | Vol. 77 Issue 12

**2022**  
**ANNUAL**  
**MEETING**  
**LIVE+**  
APRIL 30–MAY 4, 2022  
WASHINGTON, D.C.

## Register Today!

INTA's Annual Meeting will once again bring together the most influential brand professionals from across the globe and across industries at the largest gathering of its kind!



## Perspectives



### Effective Trademark Protection Spurs Economic Development in Cambodia

In an interview with the *INTA Bulletin*, Suon Vichea, Director of Cambodia's Department of Intellectual Property (DIP) and head of the secretariat of the National Committee for Intellectual Property, explains how Cambodia is using trademarks and geographical indications to boost economic development.

[Read More >](#)



### Challenges in Trademark Enforcement and Reform in Mongolia

Mongolia's trademark law has developed significantly over the past 25 years, but enforcement continues to be led by the IP Office. The civil courts need to play a greater role in tackling infringements to improve the position for rights holders.

[Read More >](#)

## Law & Practice

**AFRICA** An Overview of Recent

**SAUDI ARABIA** Accession to Hague

Amendments to the Banjul Protocol

Convention

INDIA Court Examines Disparagement in Comparative Advertising

SINGAPORE Way Off!



## INTA News



### INTA Announces Speakers at Opening Ceremonies, Other Global Presenters

INTA has unveiled details of its Opening Ceremonies at the 2022 Annual Meeting Live+. WIPO Director General Daren Tang will be the Special Guest Speaker, and Totem Branding CEO Andy Stalman, a leading branding expert, will be the Keynote Speaker.

[Read More >](#)



## INTA Multimedia



### 2022 Annual Meeting Live+ YouTube

As INTA surpasses the 5,000-mark for registration for #INTA2022, CEO Etienne Sanz de Acedo looks at the meaning and the breakdown of the numbers. Register now—[inta.org/2022AM](https://inta.org/2022AM)



### Maximize Membership YouTube

Last call to renew INTA membership—and take advantage of all the Association’s exclusive member benefits, including committee participation,

Practice Guides, and more. Renew today  
—[inta.org/renew](https://www.inta.org/renew)

Watch Now

Watch Now

## INTA Social

The value of #intellectualproperty shines in new @USPTO report, showing IP-intensive industries contribute 41% of total GDP and 33% of total employment in U.S. Women and minorities, except for those of Asian descent, were underrepresented.

 [Read More >](#)

Combine business and leisure at #INTA2022. Join one of our many registrant-only Business Development Excursions and enjoy the best sites in the D.C. metro area. Add on once you register for the world's largest gathering of brand and #intellectualproperty professionals.

 [Read More >](#)

Continuing our celebration of women, during Women's History Month, read what #intellectualproperty professionals say about women and learn about INTA's commitment to helping women advance in their careers.

 [Read More >](#)



**Young Practitioners Idea Exchange** *Going (Back) to the Office During the Pandemic*, April 7, 2022, 10:00 am EDT / 4:00 pm CET

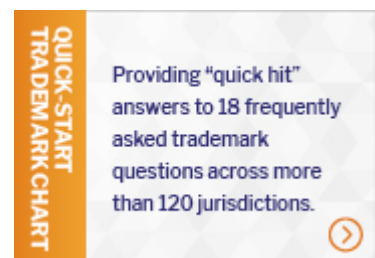
## INTA Events

2022 Annual Meeting Live+, April 30–May 4

### INTA TO-GO

On-Demand Webcasts

Available now to INTA members



### INTA Bulletins Editorial Board



© 2022 International Trademark Association (INTA) All rights reserved.  
675 Third Avenue, 3rd Floor | New York, NY 10017  
[www.inta.org](https://www.inta.org)

[Unsubscribe](#)