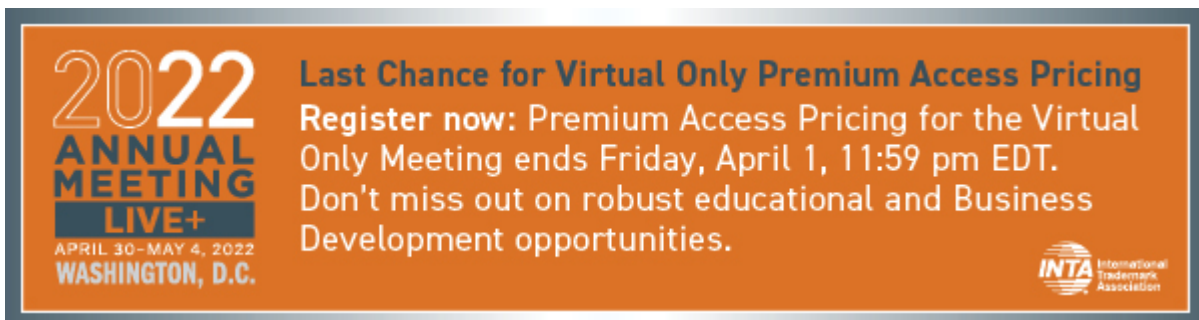


# INTA Bulletin


THEME ISSUE

March 30, 2022 | Vol. 77 Issue 13



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

**Last Chance for Virtual Only Premium Access Pricing**  
Register now: Premium Access Pricing for the Virtual Only Meeting ends Friday, April 1, 11:59 pm EDT. Don't miss out on robust educational and Business Development opportunities.



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. The articles in today's *INTA Bulletin* align with The Business of Brands and Professional Development tracks. This issue also includes an original interview with Jill Goldman, The Business of Brands Track Leader.

The global marketplace and supply chains have become incredibly complex and integrated. The role for brand professionals has become equally complex, extending far beyond the traditional tasks of registration and enforcement into issues such as licensing, brand valuation, and taxation, for example. Understanding the business of brands is not just about remaining relevant. In doing so, brand professionals can advance in their roles to become trusted advisors to their clients and colleagues.

Professional development and career advancement have long been central to INTA's educational and networking offerings. It has, however, become clear that the profession is evolving, the mandate is expanding, and that legal knowledge must be coupled with strong dynamic skills, such as communications, project management, information technology, and leadership skills. With this in mind, and in line with INTA's 2022-2025 Strategic Plan, the 2022 Annual Meeting Live+ features a dedicated Professional Development programming track.

## ThemeSetters



### Adding 'Business' to the Brand Lawyers' Role

#### The Business of Brands Track Leader Interview

Jill Goldman, The Business of Brands Track Leader at the 2022 Annual Meeting Live+, explores how brands need to consider emerging business issues as well as adapt in order to "not only to survive, but to flourish."

[Read More >](#)

### Turning Us into IP All-Stars

#### Professional Development Track Leader Interview



2022 Annual Meeting Professional Development Track Leader Anna Mae Koo discusses why developing your dynamic skills is more critical than ever—and how the presentations at the upcoming Meeting will help practitioners become all-stars.

[Read More >](#)

## BulletinHeadlines



### Protecting Trademark Rights in Bankruptcy Part 1

The COVID-19 pandemic has led to several well-known retailers seeking bankruptcy protection. The first article in this two-part series looks at the impact of bankruptcy on trademark licensors and licensees under U.S. law, and the remedies and strategies available to protect the rights of licensors and licensees.

[Read More >](#)



### Fastidious and Unflagging

#### An Interview with the 2021 INTA President's Award Winners

Pravin Anand from India and Iris Quadrio from Argentina are the winners of the 2021 President's Award. In this interview, they reflect on their distinguished careers and many achievements as longtime INTA volunteers, demonstrating what professionals can accomplish through hard work and passion.

[Read More >](#)



### Member Spotlight: Crocs, Inc.

As corporate social responsibility increasingly becomes a critical aspect of the business of brands, Heike Bhonslee of Crocs, Inc., discusses how for the fashion brand, which manufactures and ships its brand of foam clogs all over the world, sustainability is at the heart of the future of Crocs.

[Read More >](#)



## Pro Bono Clearinghouse Spotlight: Helping a Musician Protect His Stage Name

Pro bono service provides excellent opportunities for professional development. Here, INTA member Chris Casavale and musician Joe Brady discuss their experience working together to protect Mr. Brady's stage name, Ender Wright, as a trademark.

[Read More >](#)



## The Status of Intellectual Property in Russia and Ukraine

The evolving situation in Russia and Ukraine has affected the countries' respective intellectual property (IP) offices. This update is prepared by members of INTA's Emerging Issues Committee —Embargoes, Sanctions, and Treaty Compliance Subcommittee. It is based on the information they were able to obtain at the time of publication, and covers operational measures taken by the IP offices/governments, sanctions issued by various governments; and international and bilateral treaties at risk. It will be reviewed and updated every two weeks.

[Read More >](#)

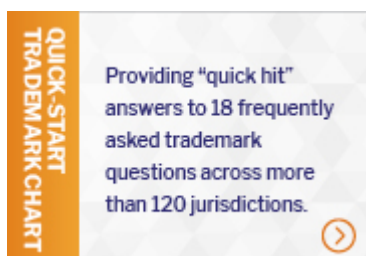
## INTAEvents

2022 Annual Meeting Live+

### INTA TO-GO

On-Demand Webcasts

Available now to INTA members





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

[Unsubscribe](#)