Perspectives

Humanizing Brands in the Digital Age: An Interview with Branding Expert Andy Stalman

Considered one of the world's leading branding experts, Andy Stalman will deliver the Keynote at
the Opening Ceremonies of the 2022 Annual Meeting Live+. In an interview with the INTA Bulletin, he sheds light on what “brand” means today, how brands can engage consumers in the 21st century, and how brand professionals can play a more central role in the life of a brand.

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Mediating From the Safety of Your Kitchen—Are We Missing Something?

Over the past two years, amid lockdowns and travel restrictions, the popularity of online mediation has soared. But is it a viable alternative to in-person mediation?

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Law & Practice

ARGENTINA PATAGONIA Geographical Indication Confirmed

ARGENTINA IP Office Issues First-Ever Decisions on Trademark Cancellation Based on Absolute Grounds

CANADA IP Office Uses AI to Tackle Trademark Application Backlog

MEXICO The New National Customs Agency

UNITED STATES Takedown Notice Falsely Alleging Counterfeiting Is Adequate Basis for False Advertising Claim
INTANews

INTA to Alert Ukrainian Refugees of Job Openings

INTA has called on its European member organizations to inform the Association of job opportunities at their law firms so that it can then alert Ukrainian members who have fled their homeland.

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INTA and Georgia IP Office Hold Policy Dialogue on Online Counterfeiting

As online counterfeiting accelerates, INTA’s Anticounterfeiting Committee and the National Intellectual Property Center of Georgia (Sakpenti) continued their collaborative efforts by holding another policy dialogue on this issue.

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CommunityNews

Young Practitioner Spotlight: Yashvardhan Rana

After working in trademark law in India for five years, Yashvardhan Rana shares what fascinates him about IP,
what he’s learned so far, and his advice for his fellow young practitioners.

INTA Multimedia

2022 Annual Meeting Live+
INTA CEO Etienne Sanz de Acedo encourages Annual Meeting registrants to bring additional colleagues for extra coverage—to meet potential new clients, network, and interact with peers.

2022 Annual Meeting Live+
RK Dewan & Co (India) is among those organizations that have already registered a large team for the Annual Meeting—eight attorneys. Disha Dewan explains.

INTASocial

As #sustainability becomes more of a buzzword, @glossy explains the value of B Corp certification. Especially for younger brands, it’s a “key way to establishing their values early and drawing in an ethical-minded customer.”

Alarming #fashion industry study @apparelfootwear highlights dangerous chemicals and heavy metals in #counterfeit clothing, footwear, and accessories—with around 36 percent of products studied failing to comply with U.S. product safety standards.

Of note: New #uspto leader is 2nd woman to be both Under Secretary of Commerce for #intellectualproperty & USPTO director. How can women evolve their #leadership styles and advance in their roles? Join The Women in LeadershIP
INTAEEvents

2022 Annual Meeting Live+, April 30–May 4

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

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