

# INTA Bulletin

PLUS

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**Vakhnina and Partners**  
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EURASIAN COUNTRIES**

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Kyrgyzstan | Russia | Tajikistan | Turkmenistan

Dr. Tatyana Vakhnina

Dr. Alexey Vakhnin



**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

### 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.

[Read More >](#)



## 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?

[Read More >](#)

## 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

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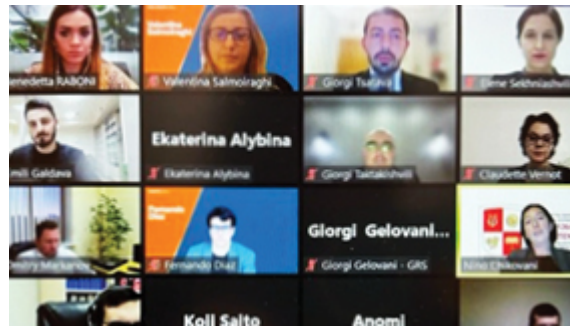
## INTANews



### 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.

[Read More >](#)



### 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.

[Read More >](#)



## 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.

[Read More >](#)



## INTAMultimedia



### 2022 Annual Meeting Live+ YouTube

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.

[Watch Now](#)



### 2022 Annual Meeting Live+ YouTube

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

[Watch Now](#)

## 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



Initiative Workshop  
#INTA2022. [inta.org/2022AM](http://inta.org/2022AM)



## INTAEvents

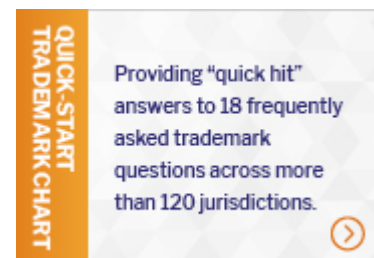
2022 Annual Meeting Live+, April 30–May 4

**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](#)

### INTA TO-GO

On-Demand Webcasts

Available now to INTA members



INTA Bulletins Editorial Board



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