

# INTA Bulletin

THEME ISSUE

April 27, 2022 | Vol. 77 Issue 17

## Regional Updates and Building A Better Society Through Brands

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 Regional Updates and Building a Better Society Through Brands tracks. This issue also includes an original interview with Tolu Olaloye, the Regional Updates track leader.

With more brands reaching out into the global market every day, it's becoming increasingly imperative for brand professionals to understand the differences and nuances in marketplaces, trademark and complementary IP laws, and other issues facing brand owners in markets around the world. Understanding these differences and the state of the law and practice in each jurisdiction is critical for success on the global stage.

Corporate social responsibility is another topic of growing importance in our rapidly changing world. When making a purchase decision, consumers increasingly want to know more about how a product is made, its environmental impact, and how brand owners interact with their communities. Brand professionals must be equipped to address these issues, not only to help establish consumer trust but to help their brands to remain relevant, competitive, and innovative, which, in turn, contributes to long-term employee retention and higher financial performance.

## ThemeSetters



### A Global Perspective on IP: An Interview with Regional Updates Track Leader Tolu Olaloye

The 2022 Annual Meeting Live+ presents brand professionals with a unique opportunity to get up to speed on the latest developments in IP law around the globe. Regional Updates Track Leader Tolu Olaloye sits down with the *INTA Bulletin* to discuss the educational track and share some insight into recent developments in Africa.

[Read More >](#)

## Building a Better Society Track Leader: Getting



## Comfortable with the Uncomfortable

With the 2022 Annual Meeting Live+ almost here, Kathryn Szymczyk, leader of the Building a Better Society Through Brands track, discusses why and how brands are accepting the concepts of corporate social responsibility; environmental, social, and (corporate) governance; and diversity, equity, and inclusion.

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## BulletinHeadlines



### Genericide Survey Highlights Differences in Cancellation Actions Worldwide

A global survey undertaken by the Famous and Well-Known Marks Committee informs brand owners and trademark practitioners of the specific actions that must be taken to avoid genericide in various jurisdictions.

[Read More >](#)



### Going Green at the 2022 Annual Meeting Live+: An Interview with Rudy Gaines

In an interview with the *INTA Bulletin*, Brands for a Better Society Committee member Rudy Gaines discusses the corporate social responsibility initiatives at the 2022 Annual Meeting Live+ and what registrants can do to reduce their own environmental impact during the Meeting.

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### INTA's Europe Amicus Subcommittee Marks Unprecedented Activity

INTA submitted a dozen amicus briefs in Europe on various trademark and design law matters during the 2020-2021 Committee Term—weighing in on an unrivaled number of cases.

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## Pro Bono EntreprenHERship Clinic Draws Large Turnout

In celebration of International Women’s Day, INTA’s Pro Bono Committee held a virtual legal clinic focused on women business owners. It was the Association’s best-attended clinic to date.

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## INTAEvents

2022 Annual Meeting Live+

### INTA TO-GO

On-Demand Webcasts

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