

INTA Bulletin

PLUS

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Perspectives



Proving and Preventing Genericide with AI

While the development of natural language processing has advanced rapidly in the past decade, little work has been done to apply this technology to trademark genericness. But times are changing, and development is well underway for a project to revolutionize its monitoring and analysis.

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Law & Practice

CHINA New Balance Awarded Millions in Final Judgment

EUROPEAN UNION F***** Awesome? Not Exactly

EUROPEAN UNION Guidelines Issued on Genuine Use and Subcategories

EUROPEAN UNION Instagram Wins with Distinctive Logo

INDIA Delhi High Court Orders Police Investigation Against Cybersquatter

SOUTH AFRICA Supreme Court of Appeal Upholds POLO Appeal

SWITZERLAND Practice Change for Trademarks with Geographic Indications

IP Snippets

CHINA Court Releases Judicial Interpretation on Anti-Unfair Competition Law

INTANews



INTA Heads to Singapore for 2023 Annual Meeting Live+

The Association's 145th Annual Meeting will take place in Singapore from May 16 to 20, 2023. This marks the second time INTA will be hosting its Annual Meeting in Asia and the first time in Southeast Asia.

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INTA Releases Report on the Taxation of Trademarks

Focused on the tax implications within the trademark lifecycle in the European Union, the United Kingdom, and Switzerland, the report serves to provide brand legal practitioners with a clear understanding of tax policy as it relates to trademark and complementary rights issues.

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INTAMultimedia



Brand & New Podcast

New episode: Impacts of Blockchain in the IP World: The Gift that Keeps on Giving. Join guests Philippa Loengard, Kernochan Center for Law, Media and the Arts, Columbia Law School, and Megan Noh, Pryor Cashman, for a conversation on how blockchain technology is transforming the art sector from an IP perspective.

[Listen Now](#)



InsideINTA YouTube

Last call to nominate members to the Board of Directors: deadline for nominations is May 20. Hear more about the process, sought-after criteria, and vacancies from 2021 INTA President and 2022 Chair of the Nominating Committee Tiki Dare.

[Watch Now](#)

INTASocial

Current economic climate threatens brand loyalty, per new report

Read our recently published ninth Annual Review of European Trademark Law,

May is European Diversity Month across the #EU. Read "Building Bridges to Ethnic

@mindshare_uk showing that UK consumers are putting cost savings over favorite #brands.

 [Read More >](#)

highlighting European trademark cases of 2021 at #eu and national courts of member states, plus territories beyond the EU. First review to cover UK post- #brexit.

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Diversity," an interview with Janssen's Karin Van Baelen and Eric Pelkmans.

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INTAEvents

2023 Annual Meeting Live+, May 16–May 20

INTA TO-GO

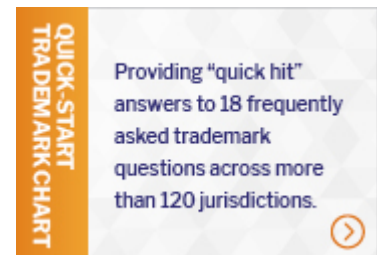
Webcast: "A Sound Strategy: The Importance of Copyright in the Protection and Enforcement of Sound Marks Webcast"

June 1, 11:00 am–12:00 pm EDT | [Learn more](#)

Deadline to register: May 30, 5:00 pm EDT.

On-Demand Webcasts

Available now to INTA members



INTA Bulletins Editorial Board



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