

# INTA Bulletin

THEME ISSUE

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The 2022 Annual Meeting Live+ educational program featured seven thematic tracks. Covering topics such as the business of brands, corporate social responsibility, innovation and technology, professional development, and others, the program was designed to speak directly to how the industry is changing and what it means for brand professionals today. This was mirrored in the *INTA Daily News*, INTA's official publication covering the Annual Meeting which was published this year in both print and digital formats.

As this is the first *INTA Bulletin* theme issue following the Annual Meeting, contained here is a selection of the most-read articles from the *INTA Daily News*. These articles are shared here courtesy of Newton Media. All daily editions of the 2022 *INTA Daily News* can be found [here](#).

## ThemeSetters



### A Seat at the Table

The management and maintenance of trademark portfolios has always been important, but as technology develops, the focus on portfolios has heightened. Trademark administrators are leading the charge in ensuring legal teams can keep up.

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### Green Ambition

Fashions come and go, but as pressure mounts on apparel companies to become greener, branding experts can advise on how an ethical brand ethos can stay in vogue.

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### Taming the Metaverse

Uncertainty and unanswered questions characterize intellectual property enforcement in the metaverse, but some solutions are likely to emerge from pending cases in the United States.



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## Brand Afterlives

Even the strongest brands can prove vulnerable to the winds of fortune, but their owners and brand guardians can find life after death if they discover the right formula.

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## Changing Names

Whether by design or decree, rebranding a business is beset with challenges.

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## Insulating Indigenous Innovation

Indigenous communities are custodians of creativity and innovation, but brands wishing to benefit from their knowledge must first cultivate their trust.

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## INTAEvents

**2022 Trademark Administrators and Practitioners Meeting**,  
September 11-13, 2022 | Arlington, Virginia, USA

**2022 Leadership Meeting**, November 15-18, 2022 | Miami, Florida, USA

**2023 Annual Meeting Live+**, May 16–20, 2022 | Singapore

### INTA TO-GO


On-Demand Webcasts

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