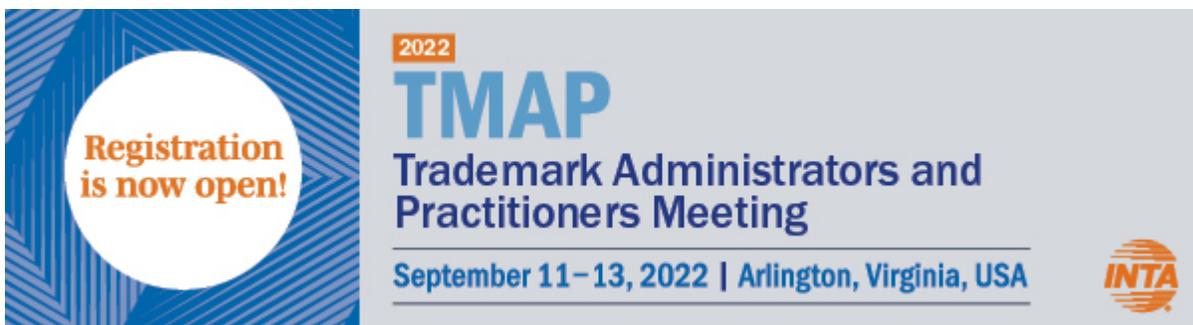


INTA Bulletin

THEME ISSUE

June 29, 2022 | Vol. 77 Issue 24



INTA began this year with the launch of its 2022-2025 Strategic Plan. The result of many years of careful preparation, this document provides a clear roadmap that will guide all Association initiatives for the next four years.

The [2022–2025 Strategic Plan](#) maintains a strong focus on the IP community’s priority policy issues, but also expands Association’s mandate further to include societal issues that interact with IP and have an impact on brands, brand professionals, and the public. It also brings a strong focus on the professional development of IP practitioners.

This month’s *INTA Bulletin* theme issue features content that touches on INTA’s three strategic directions for 2022-2025:

1. Promote and Reinforce the Value of Brands
2. Build a Better Society Through Brands
3. Support the Development of IP Professionals

ThemeSetter



Professional Development Advances on INTA’s Strategic Agenda

Paola Castro and Sharon Sorkin, two members of INTA’s new Professional Development Committee share their thoughts on how the intellectual property field is changing and how brand professionals—from young practitioners to senior leaders—need to change with it.

[Read More >](#)

BulletinHeadlines



INTA's Europe Amicus Subcommittee Marks Unprecedented Number of Submissions

The amicus curiae process affords INTA the opportunity to shape case law and advance the effective enforcement of trademarks and complementary IP rights. The Association submitted a dozen amicus briefs in Europe on various IP law matters during the 2020-2021 Committee Term—weighing in on an unrivaled number of cases.

[Read More >](#)



Designs Committee Publishes Worldwide Report on Protection of Unregistered Designs

A recent report from INTA's Designs Committee includes the results of a survey on the protection of unregistered designs in 30 jurisdictions, identifying those that provide protections for unregistered designs and analyzing the requirements.

[Read More >](#)



Pro Bono EntreprenHERship Clinic Draws Large Turnout

As part of this year's International Women's Day celebrations, 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—and there will be more to come.

[Read More >](#)



He Hīkoi Taitu: Aotearoa (New Zealand) Marches Slowly Toward Protection of Indigenous Rights

New Zealand's progress toward a comprehensive long-term solution for the recognition and protection of Indigenous rights has been slow. There is a commitment to get there, but a viable and appropriate framework still seems a long way off.

[Read More >](#)

Humanizing Brands in the



Digital Age: An Interview with Branding Expert Andy Stalman

Considered one of the world's leading branding experts, Andy Stalman delivered the Keynote at the 2022 Annual Meeting Opening Ceremonies. In this interview, he sheds light on what "brand" means today and how brand professionals can play a more central role in the life of a brand.

[Read More >](#)

INTAEvents

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

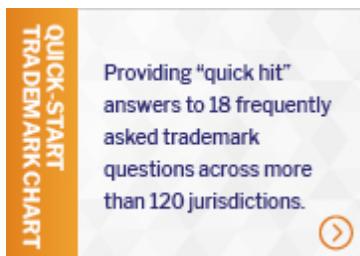
2022 Leadership Meeting, November 15-18, 2022 | Miami, Florida, USA

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

INTA TO-GO

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