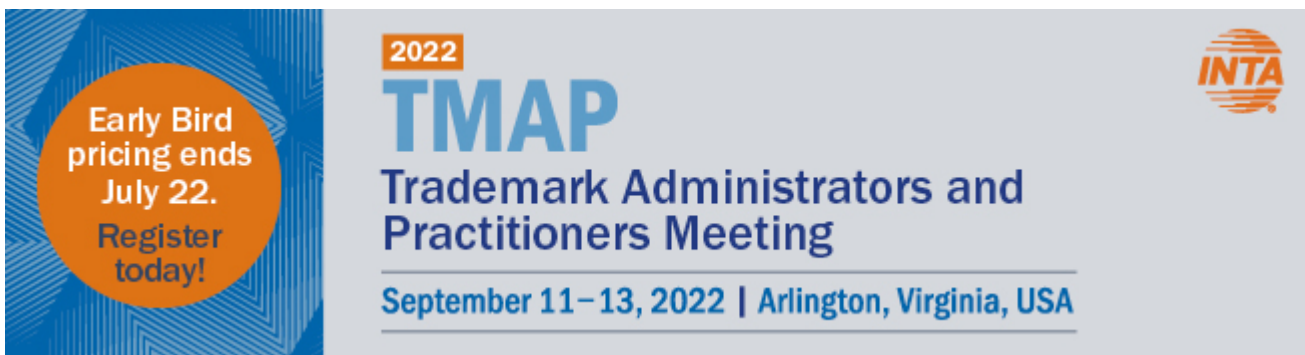


INTA Bulletin

PLUS

July 6, 2022 | Vol. 77 Issue 25



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

Early Bird pricing ends July 22. Register today!



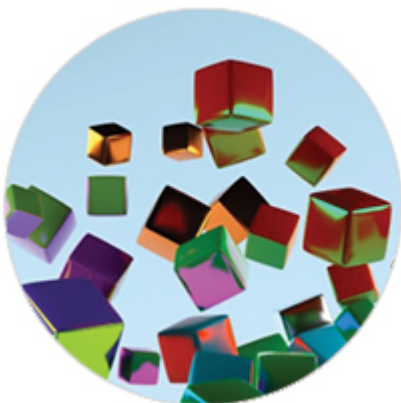
Perspectives



Uplifting Women Entrepreneurs Through Intellectual Property: An Interview with Namibia's IP Office CEO

Vivienne Katjuongua is the first woman to serve as Chief Executive Officer of Namibia's Business and Intellectual Property Authority (BIPA). In an interview with the *INTA Bulletin*, she shares what it means to be the first woman to head BIPA and how the Office is working to support the country's female entrepreneurs and grow the economy.

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Protecting Color as a Trademark in the United States, Part 2

Showing acquired distinctiveness, filing correctly, and avoiding claims of functionality are all key to successful color mark applications in the United States, according to research by the Non-Traditional Marks Committee—U.S. Color Marks Task Force during the 2020–2021 Committee Term.

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Law & Practice

ARGENTINA Regulation of Front-of-Pack Labeling Law Issued

CHINA Judge Exempts 'Australian' Trademark from Registration Ban

EUROPEAN UNION There's Only One '007'

HAITI IPO Director Ends Grace Periods With No Written Notice

UNITED STATES Strongholds and Followers Decision Follows Precedent

UNITED STATES USPTO Clarifies Evidentiary Standard for Genericness Refusal

INTANews



INTA Files Amicus Brief on Contrariety to Accepted Principles of Morality

In an amicus brief filed before the Grand Board of Appeal of the European Union Intellectual Property Office, INTA proposes that the ground of refusal/invalidity of a mark should apply only if the majority of the relevant public perceives the content of a mark as violating the accepted principles of morality.

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INTA Delegation to Mexico Seeks Enhanced Collaboration on Counterfeiting

INTA members met with key government officials and the private sector to discuss ways to strengthen ties in Latin America and the Caribbean, including working together to combat counterfeiting, curb brand restrictions, and raise awareness of the value of intellectual property.

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Report: How 'Targeting' Establishes Jurisdiction in Trademark Usage on the Internet

INTA's Internet Committee finds that many decisions in Canada, the United Kingdom, and the United States consider whether a trader manifested an intention to establish commercial relations with consumers in that jurisdiction in order to determine when a court has jurisdiction over using trademarks on the Internet.

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INTA Multimedia



Brand & New Podcast

Two intellectual property experts explore “IP Compliance: Key Risks and Solutions in the Real and Virtual Worlds” in the latest episode of INTA’s podcast.

[Listen Now](#)



Inside INTA YouTube

In a video translated into French, a member of INTA’s Trademark Administrators Committee explains why you should create your own member profile.

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INTA Social

Calling all sponsors and exhibitors! Market your products/services to trademark professionals from diverse jurisdictions at the 2022 TMAP Meeting! Email us today at sponsorsandexhibitors@inta.org. Packages available, while supplies last.



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While the European Union approved Turkey’s bid to trademark the phrase “Turkaegean” for a summer 2022 tourism campaign, the U.S. has rejected the application.



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'THE' Ohio State University has been awarded a #trademark on the word 'THE' on clothing items sold related to sports and collegiate athletics. Learn more about 'THE' trademark here.



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INTA Events

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

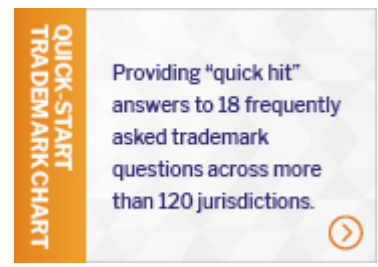
2022 Leadership Meeting, November 15-18, 2022 | Miami, Florida, USA

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

INTA TO-GO

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