

## SATURDAY APRIL 30

**8:00 am–10:00 am EDT**  
Continental Breakfast (Located in the Hospitality Area of the Brand Marketplace)

**9:00 am–3:30 pm EDT**  
2022 Anticounterfeiting Workshop—Counterfeits in a Digital World: The Evolution of the Fight Against Fakes (pre-registered only) **ROOM: 145 AB**

**9:30 am–4:00 pm EDT**  
Board of Directors Meeting (by invitation only) **ROOM: 207B**

**12:00 pm–2:00 pm EDT**  
Luncheon Table Topics **ROOM: 146 A-C**

**12:00 pm–1:00 pm EDT**  
Believe the Hype, or Old Wine in New Bottles? Understanding and Using New Internet Technologies **ROOM: 204 BC**

**1:15 pm–2:15 pm EDT**  
Working with ISO Brand Standards: Brand Valuation and Brand Evaluation **ROOM: 204 BC**

**2:30 pm–3:30 pm EDT**  
INTA's Role as Friend of the Court—Review of Amicus Briefs Filed Since 2020 **ROOM: 204 BC**

**3:00 pm–5:00 pm EDT**  
Annual Meeting Registrant First-Time Orientation and Reception **BALLROOM C**

**5:00 pm–6:30 pm EDT**  
Board of Directors Receptions (by invitation only) **BRAND MARKETPLACE**

## SUNDAY MAY 1

**10:00 am–8:30 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**8:00 am–10:00 am EDT**  
Continental Breakfast (Located in the Hospitality Area of the Brand Marketplace)

**8:30 am–1:30 pm EDT**  
In-House Practitioners Workshop: The Road Forward: Stretching Your Practice Beyond Trademarks (pre-registered only) **ROOM: 145 AB**

**9:00 am–10:00 am EDT**  
Indigenous Communities and the Design Industry: Boundaries and Balances **BALLROOM C**

**9:00 am–11:00 am EDT**  
Breakfast Table Topics **ROOM: 146 A-C**

**9:00 am–11:00 am EDT**  
Madrid System User Meeting **ROOM: 204 BC**

**9:00 am–10:30 am EDT**  
Rediscovering INTA's Practice Guides (VIRTUAL)

**10:00 am–11:30 am EDT**  
Leadership Lab **ROOM: 150 B**

**10:15 am–11:15 am EDT**  
Right of Publicity: The Life and Times of a Professional Football (Soccer) Player **BALLROOM C**

**11:30 am–1:30 pm EDT**  
TMA Welcome and Orientation **ROOM: 207 B**

**12:00 pm–2:00 pm EDT**  
Luncheon Table Topics **ROOM: 146 A-C**

**12:15 am–1:15 pm EDT**  
Professor v. Practitioner Debate **BALLROOM C**

**12:30 pm–1:30 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**2:00 pm–3:00 pm EDT**  
Leading with Agility—The Importance of Adaptability When Geopolitical Crisis and Change are Increasingly Common **BALLROOM C**

**2:00 pm–3:00 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**2:00 pm–3:30 pm EDT**  
TMS User Meeting **ROOM: 204 BC**

**2:00 pm–4:00 pm EDT**  
The Women in Leadership Initiative (pre-registered only) **ROOM: 145 AB**

**4:30 pm–6:00 pm EDT**  
**LIVE STREAM:** Opening Ceremonies **BALLROOM AB**

**6:00 pm–8:00 pm EDT**  
Welcome Reception **BRAND MARKETPLACE**

**6:00 pm–7:00 pm EDT**  
Speed Networking (VIRTUAL)

**9:30 pm–10:45 pm EDT**  
Welcome Remarks  
Followed by The Court of Public Opinion: How to Execute and Manage a Public Brand Evolution (VIRTUAL)

**11:00 pm–12:00 am EDT**  
Speed Networking (VIRTUAL)

## MONDAY MAY 2

**1:30 am–2:30 am EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Customs and Cross Border Synergy: Best Practices for Recordation and Border Enforcement Measures (Africa, Europe, and Asia) (VIRTUAL)

**2:45 am–3:45 am EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
How to Approach Anticounterfeiting in 2022: Best Practices for Online Anticounterfeiting Measures Globally—Legislation, Technology, and Strategies (VIRTUAL)

**4:00 am–5:00 am EDT**  
Table Topics (VIRTUAL)

**7:30 am–8:30 am EDT**  
TMS and INTA Sixth Joint Workshop (VIRTUAL)

**8:00 am–10:00 am EDT**  
Continental Breakfast (Located in the Hospitality Area of the Brand Marketplace)

**8:00 am–10:00 am EDT**  
Breakfast Table Topics **ROOM: 146 A-C**

**9:00 am–10:30 am EDT**  
Leadership Lab **ROOM: 145 A**

**9:00 am–10:00 am EDT**  
TMS and INTA Sixth Joint Workshop **ROOM: 204 BC**

**9:00 am–10:30 am EDT**  
TMA Idea Exchange (VIRTUAL)

**10:00 am–7:00 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:00 am–11:00 am EDT**  
Facilitating Discussions in Various Jurisdictions Around the World: Meet IP Attaches (VIRTUAL)

**10:00 am–11:00 am EDT**  
THE BUSINESS OF BRANDS  
Blockchain, Cryptocurrency, and NFT Breakdown—What You Need to Know **BALLROOM A**

**10:00 am–11:00 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Green Is the New Black: How Does This Fit into an IP Strategy **BALLROOM C**

**10:15 am–11:15 am EDT**  
REGIONAL UPDATE  
Data Protection in Africa: Juxtaposing Privacy Laws Across South Africa, Nigeria, Rwanda, Kenya, and Zimbabwe (VIRTUAL)

**10:30 am–11:30 am EDT**  
Speed Networking **BRAND MARKETPLACE**

**11:00 am–12:30 pm EDT**  
Leadership Bootcamp: Presented by the Leadership Development Committee **ROOM: 145 A**

**11:15 am–11:45 am EDT**  
CAPSULE KEYNOTE  
Moving Beyond the “Lawyer/Non-Lawyer” Hierarchy to Improve Your IP Team **BALLROOM A**

**11:15 am–11:45 am EDT**  
CAPSULE KEYNOTE  
How to Build an Inclusive Workplace that Can Improve Results **BALLROOM C**

**11:30 am–12:30 pm EDT**  
Let's Get Social—Vino (VIRTUAL)

**12:00 pm–1:00 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**12:45 pm–1:45 pm EDT**  
THE BUSINESS OF BRANDS  
You Don't Know What You Don't Know: How to Ethically Acquire the Necessary Expertise to Counsel a Client on New Business or Industry Developments (ethics) **BALLROOM A**

**12:45 pm–1:45 pm EDT**  
Balancing IP Protection with Consumer Passion for Your Brand **BALLROOM C**

**12:45 pm–1:45 pm EDT**  
Building and Maintaining an Inclusive Culture (VIRTUAL)

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics **ROOM: 146 A-C**

**1:15–3:15 pm EDT**  
Past President and Past Counsel Luncheon (by invitation only) **ROOM 149A**

**1:30 pm–2:30 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**2:00 pm–3:00 pm EDT**  
THE BUSINESS OF BRANDS  
The Modern Innovative License: Creative Monetization Strategies for Your Brand **BALLROOM A**

**2:00 pm–3:00 pm EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Purpose Is the New Digital—How Lawyers and Law Firms Can Adopt **BALLROOM C**

**2:00 pm–3:00 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS  
Goodbye to Iconic Trademarks! The Days of Brand Freedom Are Over (VIRTUAL)

**3:15 pm–4:15 pm EDT**  
**LIVE STREAM:** IP Office of the Future: How to Build an Action Plan for a 21st Century IP Office **BALLROOM A**

**4:30 pm–5:30 pm EDT**  
THE BUSINESS OF BRANDS  
The Interplay Between Brand Value and ESG Initiatives **BALLROOM A**

**4:30 pm–5:30 pm EDT**  
Building a Better Society Through Brands: In Brands We Trust **BALLROOM C**

**4:30 pm–5:30 pm EDT**  
Political Action Committee (PAC) Reception (VIRTUAL)

**5:30 pm–6:30 pm EDT**  
Africa Reception **BRAND MARKETPLACE**  
Asia-Pacific Reception **BRAND MARKETPLACE**  
China Reception **ROOM 203AB**  
India Reception **BRAND MARKETPLACE**  
In-House Practitioners Reception (exclusive to In-House Practitioners) **BALLROOM PRE-FUNCTION AREA**

## TUESDAY MAY 3

**12:15 am–1:15 am EDT**  
REGIONAL UPDATE  
China Case Law Update: Staying Ahead of the Curve in Punitive Damages Calculation (VIRTUAL)

**2:30 am–3:30 am EDT**  
Speed Networking (VIRTUAL)

**3:30 am–4:45 am EDT**  
THE BUSINESS OF BRANDS  
Transfer Pricing and Brands (Ownership and Valuation) (VIRTUAL)

**5:00 am–6:00 am EDT**  
COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS  
The Hungry Caterpillar: Colin v. Cuthbert and a Look at How to Best Protect Cutting Edge Marks Inside and Outside the Trademark Arena (VIRTUAL)

**6:15 am–7:15 am EDT**  
Table Topics (VIRTUAL)

**7:30 am–8:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Cybersecurity: The Tenets of Proper Protection (VIRTUAL)

**7:30 am–8:45 am EDT**  
Meeting the Copyright Offices Registrars (VIRTUAL)

**8:00 am–10:00 am EDT**  
Continental Breakfast (Located in the Hospitality Area of the Brand Marketplace)

**8:00 am–10:00 am EDT**  
Breakfast Table Topics **ROOM: 146 A-C**

**8:00 am–10:00 am EDT**  
Resources Group Meeting **ROOM: 150 B**

**9:00 am–10:00 am EDT**  
**LIVE STREAM:** REGIONAL UPDATES  
Annual Review of Leading Case Law in Europe **BALLROOM A**

**10:00 am–10:30 am EDT**  
CAPSULE KEYNOTE  
How International Trade Policy Impacts Brand Owners Small and Large **ROOM: 204 BC**

**10:00 am–6:30 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:15 am–10:45 am EDT**  
CAPSULE KEYNOTE  
Discovering and Defining Your Professional Persona: Keys to Self-Management **BALLROOM A**

**10:15 am–10:45 am EDT**  
CAPSULE KEYNOTE  
The Art of Communication and Transparency: A Conversation about Best Billing Practices **BALLROOM C**

**10:15 am–11:15 am EDT**  
Let's Get Social—A World Tour of Chocolate (VIRTUAL)

**10:30 am–11:30 am EDT**  
Speed Networking **BRAND MARKETPLACE**

**11:30 am–11:45 am EDT**  
CAPSULE KEYNOTE  
The Future of Patents: What Trademark Lawyers Need to Know About Upcoming Changes in Europe with António Campinos (VIRTUAL)

**12:30 pm–1:30 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATIONS, AND BRAND RESTRICTIONS  
Protecting Its Customers and Itself: How the United States Patent and Trademark Office Is Responding to Fraud and Fighting Back **BALLROOM C**

**12:30 pm–1:30 pm EDT**  
**LIVE STREAM:** ENFORCEMENT AND ANTICOUNTERFEITING  
Customs and Cross Border Synergy: Best Practices for Recordations and Border Enforcement Measures **BALLROOM A**

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics **ROOM: 146 A-C**

**1:00 pm–2:00 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**2:00 pm–3:00 pm EDT**  
Intellectual Property in a Shifting Geopolitical Landscape **BALLROOM C**

**2:00 pm–3:00 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Counterfeiting in the Metaverse: Protecting, Policing, and Enforcing Digital Rights as Technology Races Forward **BALLROOM A**

**2:00 pm–3:00 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS ICANN Update (VIRTUAL)

**2:00 pm–3:30 pm EDT**  
Leadership Lab **ROOM: 145 A**

**3:00 pm–4:00 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**3:15 pm–4:15 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Eco-Friendly Anticounterfeiting? The Environmental Impact of Counterfeits and Anticounterfeiting Measures and Future Best Practices for Brands **BALLROOM C**

**3:15 pm–4:15 pm EDT**  
**LIVE STREAM:** ENFORCEMENT AND ANTICOUNTERFEITING  
Buying Online Is Not a Safe Harbor Anymore **BALLROOM A**

**3:45 pm–4:15 pm EDT**  
CAPSULE KEYNOTE  
America's Innovation Agency: Kathi Vidal, Director of the United States Patent and Trademark Office (USPTO) **ROOM 204BC**

**4:30 pm–5:30 pm EDT**  
Governmental Officials Reception (by invitation only) **ROOM 208 AB**

**5:00 pm–6:00 pm EDT**  
Latin America and the Caribbean Reception **BRAND MARKETPLACE**  
Middle East Reception **BRAND MARKETPLACE**  
Patent Professionals Networking Reception **BRAND MARKETPLACE**  
Legal Resources Contributor Reception (by invitation only) **ROOM 207 A**

**6:00 pm–7:30 pm EDT**  
INTA Foundation Reception **ROOM 207 B**

## WEDNESDAY MAY 4

**6:30 am–7:30 am EDT**  
China: Post Pandemic Trademark Policies (VIRTUAL)

**8:00 am–9:00 am EDT**  
Speed Networking (VIRTUAL)

**8:00 am–9:00 am EDT**  
Sponsors Breakfast (by invitation only) **ROOM 145 A**

**8:00 am–9:00 am EDT**  
Let's Get Social—Full Body Strength Training (VIRTUAL)

**8:00 am–10:00 am EDT**  
Continental Breakfast (Located in the Hospitality Area of the Brand Marketplace)

**8:00 am–10:00 am EDT**  
Breakfast Table Topics **ROOM 146 A-C**

**8:00 am–9:00 am EDT**  
Communications Group Meeting **ROOM 154 B**

**8:00 am–10:00 am EDT**  
Advocacy Group Meeting **ROOM 151 B**

**8:30 am–9:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Brand Management in the Metaverse: The Next Evolutionary Step for Brand Owners or an Episode of Black Mirror? **BALLROOM A**

**8:30 am–9:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Leveraging Legal Technology to Support the Business: Trends to Watch **BALLROOM C**

**9:00 am–10:00 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Brands with a Purpose: An Asian Perspective (VIRTUAL)

**9:45 am–10:15 am EDT**  
CAPSULE KEYNOTE  
LinkedIn? Facebook? Instagram? TikTok? How to Effectively Use Social Media for Marketing Purposes **BALLROOM A**

**9:45 am–10:15 am EDT**  
CAPSULE KEYNOTE  
Valuing Trademarks and Other Intangible IP Assets: Essential Lessons for Understanding Your Clients' Business **BALLROOM C**

**10:00 am–2:00 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:15 am–11:15 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Building an Effective DEI Strategy: Connecting Your DEI Efforts to Your Corporate Vision (VIRTUAL)

**10:30 am–11:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Technology in Society and the Future of IP Assets **BALLROOM A**

**10:30 am–11:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
From Second Life to the Metaverse: What Have You Learned? **BALLROOM C**

**10:30 am–11:30 am EDT**  
Speed Networking **BRAND MARKETPLACE**

**11:30 am–12:30 pm EDT**  
REGIONAL UPDATE  
Lessons Learned from Recent Legislative Updates in Latin American and the Caribbean (VIRTUAL)

**12:00 pm–1:00 pm EDT**  
Speed Networking **BRAND MARKETPLACE**

**12:00 pm–1:30 pm EDT**  
Leadership Bootcamp: presented by the Leadership Development Committee **ROOM 145 A**

**12:30 pm–1:30 pm EDT**  
Table Topics (VIRTUAL)

**1:15 pm–2:15 pm EDT**  
**LIVE STREAM:** REGIONAL UPDATES  
Annual Review of U.S. Federal Case Law and TTAB Developments **BALLROOM A**

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics **ROOM 146 A-C**

**1:30 pm–2:45 pm EDT**  
Leadership Lab (VIRTUAL)

**2:00 PM- 4:00 PM EDT**  
UNDP/ INTA Business Roundtable **ROOM 204BC**

**7:00 pm–11:00 pm EDT**  
Grand Finale Smithsonian American Art Museum and National Portrait Gallery

**11:00 pm EDT**  
INTA Official After Party **ULTRABAR**