Each day of the 2021 Annual Meeting Virtual+ educational program focused on a different theme. This was mirrored in the INTA Daily News. As the first INTA Bulletin following the Annual Meeting, this theme issue features one article from each issue of the INTA Daily News as well as an interview with INTA CEO Etienne Sanz de Acedo, where he reflects on the 2021 Annual Meeting Virtual+ and looks ahead to 2022 and beyond.

These INTA Daily News articles are shared here courtesy of Newton Media.

**Partnering for Change: Promoting Minority and Women-Owned Businesses**

Building a Better Society Through Brands

Women and minority business owners face stark challenges worldwide, but the support of large, powerful brands can mean the difference between failure and success.

[Read more >]

**IP Practice: A Broader Understanding**

The Business of Brands

Gone are the days when a brand lawyer could purely focus on trademarks – advertising, privacy and brand valuation issues must all be considered.

[Read more >]

**Technology to Turn the Tide**

Enforcement and Anticounterfeiting

Technology offers may new approaches to anticounterfeiting, but the world of brands has yet to catch up. Brands can take advantage of various
tools and avoid potential pitfalls when introducing a new technology strategy.

**Will Gender Parity Be in Our Future?**

*Innovation and the Future of IP*

Gender parity in the workplace, especially at a leadership level, can sometimes seem a long way off, but there are reasons to be hopeful about the future.

**Evolving IP Ecosystems Around the World**

*Regional Updates*

The IP sphere is one of constant innovation and development. Practitioners in various parts of the world share what’s been happening in their jurisdiction.

**Interview: INTA CEO Etienne Sanz de Acedo**

*Forward Thinking*

INTA CEO Etienne Sanz de Acedo discusses the 2021 Annual Meeting Virtual+, the Association’s strategic direction, and how INTA can be a force for good in the IP world.

Available now to INTA members

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INTA Bulletins Editorial Board

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