

INTA Bulletin

THEME ISSUE

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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.

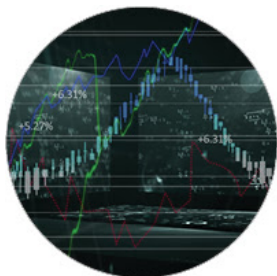
These *INTA Daily News* articles are shared here courtesy of Newton Media.



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.

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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.

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Technology to Turn the Tide Enforcement and Anticounterfeiting

Technology offers many 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.

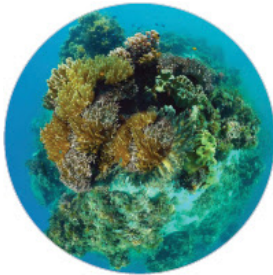
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Will Gender Parity Be in Our Future? Innovation and the Future of IP

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.

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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.

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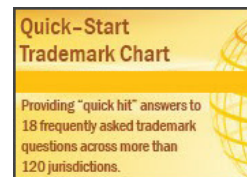
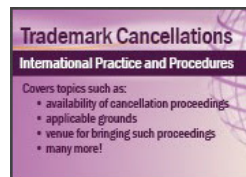


Interview: INTA CEO Etienne Sanz de Acedo Forward Thinking

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.

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