



INTA Bulletin

THEME ISSUE

January 26, 2022 | Vol. 77 Issue 4

Supported by Strategic Sponsor—Enforcement and Anticounterfeiting, WANHUIDA Intellectual Property

In the lead-up to INTA's upcoming **2022 Annual Meeting Live+**, the *INTA Bulletin* theme issues have been organized around the Meeting's educational program tracks. Today's *INTA Bulletin* highlights content related to Enforcement and Anticounterfeiting. Featured here is an original article along with five recent *INTA Bulletin* articles that align with the theme.

To thrive in today's global marketplace, it is critical that brands enforce their intellectual property rights, including combatting the ever-growing challenges posed by counterfeiting. Moreover, the shift to e-commerce among consumers worldwide has significantly compounded the matter, presenting brand owners with new and different challenges to stem the tide of infringement and counterfeiting.

Harmonization, simplification, accessibility of enforcement systems, the role of the Judiciary, and the challenges in cross-border enforcement are some of the many issues that brand legal practitioners need to master to ensure brand protection and integrity.

Theme**Setter**

Track Leader Heather
McDonald Offers Insight into



the Latest Enforcement and Anticounterfeiting Issues

Track Leader Heather McDonald, who currently serves on INTA's Anticounterfeiting Committee, shares her insights on how the COVID-19 pandemic and new technology are impacting global enforcement and anticounterfeiting efforts, and notes her excitement about "seeing people" at the upcoming Meeting.

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BulletinHeadlines



Interview: Justice García Brito on the Unique Andean Legal System

The Court of Justice of the Andean Community represents a legal system with a supranational and community character. In an interview with the *INTA Bulletin*, Justice Magistrate Gustavo García Brito provides historical and forward-looking perspectives.

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Deep Fakes vs. the Truth: Putting Brands at Risk

Deep fakes—believable websites or multimedia posts using a blend of real images and sounds—are on the rise and becoming more difficult to detect, creating a risk to brands and the public. But there are countermeasures.

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INTA Releases Report on Strengthening ASEAN Anticounterfeiting Enforcement



INTA recently published a research report that looks at current IP enforcement efforts in Southeast Asia and provides recommendations for governments in the ASEAN region and elsewhere that are seeking to bolster IP protection in their jurisdiction.

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INTA Undertakes a Multilateral Approach in Europe to Combat Counterfeiting

The Association's recent anticounterfeiting efforts on the European continent included participating in forums and weighing in on initial and more advanced regulations.

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INTA Analyzes Implementation of China's Amended Trademark Law

In a new report, brand owners and practitioners from China and elsewhere provide their feedback on the impact of the main policy changes in China's Amended Trademark Law, including a finding that the new Law is helping to curb trademark warehousing.

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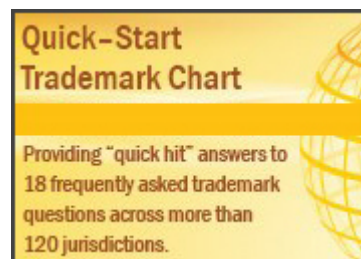
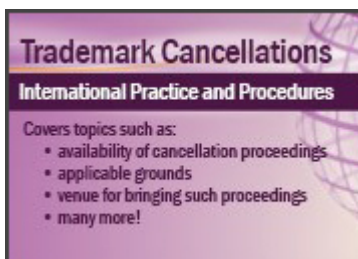
INTAEvents

2022 Annual Meeting Live+

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