

INTA Bulletin

PLUS

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2022
ANNUAL
MEETING
LIVE+
APRIL 30–MAY 4, 2022
WASHINGTON, D.C.

Registration is now open!

INTA's Annual Meeting will once again bring together the most influential brand professionals from across the globe and across industries at the largest gathering of its kind!



Perspectives



Building a Better Society Track Leader: Getting Comfortable with the Uncomfortable

In advance of the 2022 Annual Meeting Live+, Kathryn Szymczyk, leader of the Building a Better Society Through Brands track, discusses why and how brands are accepting the concepts of corporate social responsibility; environmental, social, and (corporate) governance; and diversity, equity, and inclusion.

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Protecting Trademark Rights in Bankruptcy, Part 2

The second of this two-part series discusses recent guidance from the U.S. Supreme Court on rejection of a trademark license, the assignment of assets, and the impact of Chapter 15 for foreign companies. With bankruptcy cases likely to increase, the article concludes with some practical tips for licensees and licensors.

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Law & Practice

AUSTRALIA PROTOX Deceptively Similar to BOTOX

CHINA General Violations Judgment Standard for Trademark

JAMAICA Newest Member of Madrid Protocol

UNITED STATES Sleeping Dogs May Lie but Trademark Applicants Cannot



INTA News



Eye on China: INTA's 2022 Policy Priorities and Key Activities

Despite economic and other challenges in China in 2021, INTA marked much progress in its advocacy efforts in the country. It plans to be just as active in the year ahead.

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Eye on the Middle East and North Africa: INTA's 2022 Policy Priorities

This year INTA will advocate for changes in the Middle East and North Africa that will help build an innovative IP ecosystem and advance the region's trademark processes offices.

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INTA Reflects on Exhaustion of EU Trademark Rights in Parallel Import Cases

Files Amicus Brief

INTA recently filed an amicus brief before the Court of Justice of the European Union, reiterating its long-standing position on the



INTA's Practice Guides Are Now Even Better

Redesigned and Upgraded

Renowned as the most-valued and most-used member benefit, INTA's Practice Guides were recently redesigned and

principle of national/regional exhaustion and burden of proof in parallel import cases.

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upgraded with improved functionality and other features. Users could not be more pleased with the enhancements.

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Community News



In Memoriam: Morton David Goldberg

We are saddened to announce that INTA Past Counsel Morton David Goldberg passed away on January 19, 2022, at age 92. Mr. Goldberg led a long and illustrious career as a trademark and copyright lawyer, serving as INTA Counsel from 1982 to 1985.

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How I Maximize My Membership: Ahu Güneyli

Ahu Güneyli, a partner and senior attorney at law, has been a member of INTA since 2014. In an interview with the *INTA Bulletin*, Ms. Güneyli explains how she maximizes her membership in the Association.

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INTA Multimedia



Inside INTA YouTube

Meet INTA's Policy Officer, Europe Fernando Díaz, who offers a glimpse into the Association's current and future advocacy initiatives in Europe.

[Watch Now](#)



Annual Meeting YouTube

There are countless reasons why INTA's Officers and Board members have registered for the 2022 Annual Meeting Live+. Here's just one from INTA Vice President Elisabeth Bradley of Bristol Myers Squibb Company.

[Watch Now](#)

INTA Social

Dire prediction in the new

Rooms are going fast! Pick

#TMATuesday With the so-

IBA Young Lawyer's Report: In the next five years, young lawyers plan to exit their current jobs or the industry itself. They cite poor work-life balance and other concerns. Read the report.

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your #washingtondc hotel from our room blocks at 32 hotels when you register for #INTA2022. All are within walking distance of the Convention Center, as well as convenient to top tourist spots in the area. Register for the Meeting before early-bird pricing ends on March 4, and renew/join INTA for the best rate.

 [Read More >](#)

called Great Resignation at a record high, are you looking for a new position? Check out INTA's Job Bank listings, which include positions for #paralegals at all career levels.

 [Read More >](#)

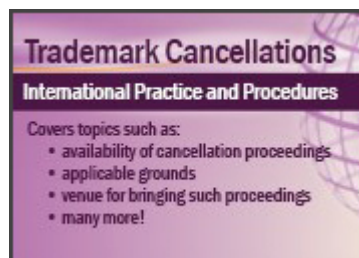
INTAEvents

2022 Annual Meeting Live+

INTA TO-GO

On-Demand Webcasts

Available now to INTA members



INTA Bulletins Editorial Board



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