Perspectives

NFTs, Brands, and the Metaverse

In addition to providing revenue opportunities, NFTs and blockchain technology can be crucial anticounterfeiting tools because of their verification and tracking capabilities. However, brand owners should be aware of the risks before getting fully involved in the metaverse.

Read More >

Law & Practice

FRANCE  Similarity on This Side of the Pyrenees is Not Similarity on the Other

ITALY  Gucci Prevails, Luxury Brand Owners Relieved

PERU  New Mandatory Precedent on Trade Name

RUSSIA  Federation Joins the Lisbon Agreement on Appellations of Origin and Geographical Indicators
INTA Updates Health Precautions for 2022 Annual Meeting

In line with continuing developments relating to COVID-19, INTA has updated its health precautions for the in-person 2022 Annual Meeting Live+ to simplify the process for entry to the Convention Center.

Read More >

2022 Annual Meeting Registration Approaches 2,300–See Who’s Coming

Approximately 2,300 registrants from 103 countries have signed up so far to attend the 2022 Annual Meeting Live+. Among them are more than 240 representatives from brands in 14 countries.

Read More >

U.S. Dilution Case Law Database Relaunched

The U.S. Subcommittee of INTA’s Famous and Well-Known Marks Committee (FWKMC) is pleased to announce the relaunch of the U.S. Dilution Case Law Database.

Read More >

Eye on North America: INTA’s 2022 Policy Priorities and Key Activities

INTA’s policy initiatives in North America this year focus on two key issues: the pending SHOP SAFE Act in the United States and reducing a severe examination backlog in Canada.

Read More >

Eye on Asia: INTA’s 2022 Policy Priorities and Key Activities

In a region accounting for most of the world’s trademark applications and counterfeit goods, INTA’s advocacy efforts in Asia are robust and of significant importance to brand owners.

Read More >
INTA Multimedia

Brand & New

Podcast

*Brand & New* guest Brenda Kahari (B.W. Kahari, Zimbabwe) discusses the strengths and challenges of Africa’s complex economy—and what its unstoppable growth means from an IP perspective.

Listen Now

Annual Meeting

YouTube

INTA CEO Etienne Sanz de Acedo provides insight into how the Association arrived at this year’s Annual Meeting format and how it will measure the event’s success.

Watch Now

INTA Social

New #EUIPO report confirms the contribution of trademark-intensive industries in Latin America. Among the findings, trademark and patent-intensive industries on average contribute more to GDP in five countries in Latin America than in the EU.

Read More >

WIPO IP filings hit an all-time high. Read more @TecheconomyNG

#TMATuesday INTA’s Trademark Administrators Committee has presented its “TMA of the 2020-2021 Term” award to Michael Bradley (Bean, Kinney & Korman PC, Arlington, Virginia). He has played a key role in promoting the Committee’s mission and raising the profile of TMAs.

Read More >

INTA Events

2022 Annual Meeting Live+

INTA TO-GO

On-Demand Webcasts

Available now to INTA members