



INTA Bulletin

PLUS




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Perspectives



Building an Effective Team: An Interview with Mel-ian Stark
2020 Annual Meeting & Leadership Meeting
NBCUniversal Media's Mel-ian Stark previews the session she is moderating at the 2020 Annual Meeting & Leadership Meeting on building an effective team and growing talent.
[Read more >](#)



The Virtual Work Order: Interview with Keith Ferrazzi
Generate Higher Performance and Stronger Relationships
In a wide-ranging interview, Keith Ferrazzi, author of the bestsellers *Never Eat Alone*, *Win's Got Your Back?*, and *Leading Without Authority*, explains how to overcome challenges, leverage technology, and seize the opportunity it is a state of disruption to "recreate, to boldly recreate, to exponentially recreate."
[Read more >](#)



New Certification Marks in the Benelux Countries
The introduction of certification marks in the Benelux countries has had a slow start due to a narrow market and several barriers to entry. But a correct categorization as a certification mark really does matter.
[Read more >](#)


Law & Practice

Belarus: Amended GI Definition and Procedure for Obtaining GIs
India: Owner of Well-Known Mark Successful Before IPAB


Mexico: Brand restrictions for food and non-alcoholic beverages
United States: No Irreparable Harm from Competitor on Amazon Marketplace

Clarivate CompuMark
See the broader picture with global IP case data

INTA News



2020 Annual Meeting Offers Focus on Asia
Relevant Content Accessible to Region
INTA has designed this year's Annual Meeting program to include substantial content relevant and accessible to the trademark community in Asia.
[Read more >](#)




IP Challenges for SMEs, Nonprofits
INTA, Fundación Pro Bono Chile
Host Event
INTA and Fundación Pro Bono Chile continue their partnership in hosting interactive sessions about intellectual property rights with small and medium-sized businesses, and nonprofits.
[Read more >](#)

INTA Nominations
Board of Directors, Officers, and Counsel
INTA's voting members will gather virtually to consider candidates for the Board of Directors, Officers, and Counsel during the Association's 2020 Annual Meeting & Leadership Meeting on November 10.
[Read More >](#)

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[Webinar October 21st | 12pm](#)

IP Services in Russia

 **Zuykov and Partners**
[zuykov.com](#)

INTAMultimedia

Brand & New
Annual Meeting Webinar
YouTube
Check out Ready, Set, Go Virtual, an INTA webinar where members provide best practices for optimizing online events and help you effectively navigate INTA's 2020 Annual Meeting & Leadership Meeting and its virtual platform. Watch now for insights on crafting the perfect Meeting experience!
[Listen Now](#)

INSIDE INTA
YouTube
What are the biggest issues that intellectual property professionals face today? Megan Carpenter, Dean, University of New Hampshire Law School, explains how emerging technology is shaping the way practitioners see the world of IP.
[Watch Now](#)

INTASocial

At a press conference hosted by INTA and the International Association of Russia, 2019 INTA President David Lodigiani emphasized the need to fight counterfeiting in Russia and worldwide.

In an interview with The European, INTA CEO Elvira Sere de Arey discusses how COVID-19 has impacted the intellectual property sector, including how IP offices have responded during the crisis.

As Sony reveals the global release of its long-awaited video game console PlayStation 5, the company has hit a snag in India: it doesn't own the trademark to the name of the console.


The *INTA Bulletin* is a must-read for any IP professional.

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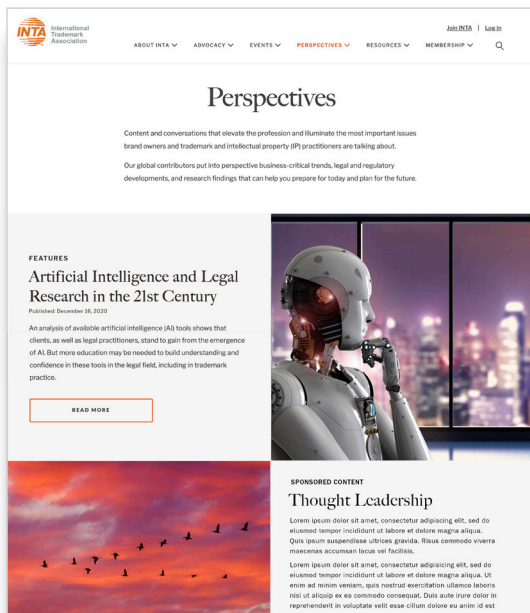
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