



# 2022

## ANNUAL MEETING

### LIVE+

APRIL 30–MAY 4, 2022

WASHINGTON, D.C.



SATURDAY APR 30

**8:00 am–10:00 am EDT**  
Continental Breakfast *(Located in the hospitality area of the Brand Marketplace)*

**9:00 am–3:00 pm EDT**  
2022 Anticounterfeiting Workshop—Counterfeits in a Digital World: The Evolution of the Fight Against Fakes *(preregistration is required)*

**9:30 am–4:00 pm EDT**  
Board of Directors Meeting *(by invitation only)*

**12:00 pm–2:00 pm EDT**  
Luncheon Table Topics

**12:00 pm–1:00 pm EDT**  
Believe the Hype, or Old Wine in New Bottles? Understanding and Using New Internet Technologies

**12:45 pm–2:45 pm EDT**  
Committee Meetings

**1:15 pm–2:15 pm EDT**  
Working with ISO Brand Standards: Brand Valuation and Brand Evaluation

**2:30 pm–3:30 pm EDT**  
INTA's Role as Friend of the Court—Review of Amicus Briefs Filed Since 2020

**3:00 pm–5:00 pm EDT**  
Annual Meeting Registrant First-Time Orientation and Reception

**3:15 pm–5:15 pm EDT**  
Committee Meetings

**5:00 pm–6:30 pm EDT**  
Board of Directors Receptions *(by invitation only)*

SUNDAY MAY 1

**10:00 am–8:30 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**8:00 am–10:00 am EDT**  
Continental Breakfast *(Located in the hospitality area of the Brand Marketplace)*

**8:30 am–1:30 pm EDT**  
In-House Practitioners Workshop: The Road Forward: Stretching Your Practice Beyond Trademarks *(preregistration is required)*

**9:00 am–10:00 am EDT**  
Indigenous Communities and the Design Industry: Boundaries and Balances

**9:00 am–11:00 am EDT**  
Breakfast Table Topics

**9:00 am–11:00 am EDT**  
Committee Meetings

**9:00 am–11:00 am EDT**  
Madrid System User Meeting

**9:30 am–10:30 am EDT**  
E-Commerce Industry Group

**10:00 am–11:30 am EDT**  
Leadership Lab

**10:15 am–11:15 am EDT**  
Right of Publicity: The Life and Times of a Professional Football (Soccer) Player

**11:15 am–1:15 pm EDT**  
Committee Meetings

**11:30 am–1:30 pm EDT**  
TMA Idea Exchange

**12:00 pm–2:00 pm EDT**  
Luncheon Table Topics

**12:15 am–1:15 pm EDT**  
Professor v. Practitioner Debate

**12:30 pm–1:30 pm EDT**  
Speed Networking

**1:30 pm–3:30 pm EDT**  
Committee Meetings

**2:00 pm–3:00 pm EDT**  
Leading with Agility—The Importance of Adaptability When Geopolitical Crisis and Change are Increasingly Common

**2:00 pm–3:00 pm EDT**  
Speed Networking

**2:00 pm–3:30 pm EDT**  
TM5 User Meeting

**2:00 pm–4:00 pm EDT**  
The Women in LeadershIP Initiative  
Pre-registration is required.

**4:30 pm–6:00 pm EDT**  
**LIVE STREAM:** Opening Ceremonies

**6:00 pm–8:00 pm EDT**  
Welcome Reception

**9:30 pm–10:45 pm EDT**  
Welcome Remarks  
Followed by The Court of Public Opinion: How to Execute and Manage a Public Brand Evolution *(VIRTUAL)*

**11:00 pm–12:00 am EDT**  
Virtual BD Event

MONDAYMAY 2

**12:15 am–1:15 am EDT**  
REGIONAL UPDATE  
China Case Law Update: Staying Ahead of the Curve in Punitive Damages Calculation *(VIRTUAL)*

**1:30 am–2:30 am EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Customs and Cross Border Synergy: Best Practices for Recordation and Border Enforcement Measures (Africa, Europe, and Asia) *(VIRTUAL)*

**2:45 am–3:45 am EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
How to Approach Anticounterfeiting in 2022: Best Practices for Online Anticounterfeiting Measures Globally—Legislation, Technology, and Strategies *(VIRTUAL)*

**4:00 am–5:00 am EDT**  
Virtual BD Event

**8:00 am–10:00 am EDT**  
JPO Workshop *(VIRTUAL)*

**8:00 am–10:00 am EDT**  
Continental Breakfast *(Located in the hospitality area of the Brand Marketplace)*

**8:00 am–10:00 am EDT**  
Breakfast Table Topics

**8:00 am–10:00 am EDT**  
Committee Meetings

**9:00 am–10:30 am EDT**  
Leadership Lab

**10:00 am–7:00 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:00 am–11:00 am EDT**  
IPO Attaché Roundtable *(VIRTUAL)*

**10:00 am–11:00 am EDT**  
THE BUSINESS OF BRANDS  
Blockchain, Cryptocurrency, and NFT Breakdown—What You Need to Know

**10:00 am–11:00 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Green Is the New Black: How Does This Fit into an IP Strategy

**10:15 am–11:15 am EDT**  
REGIONAL UPDATE  
Data Protection in Africa: Juxtaposing Privacy Laws Across South Africa, Nigeria, Rwanda, Kenya, and Zimbabwe *(VIRTUAL)*

**10:30 am–11:30 am EDT**  
Speed Networking

**10:30 am–12:30 pm EDT**  
Leadership Bootcamp: Presented by the Leadership Development Committee

**10:30 am–12:30 pm EDT**  
Committee Meetings

**11:15 am–11:45 am EDT**  
CAPSULE KEYNOTE  
Moving Beyond the “Lawyer/Non-Lawyer” Hierarchy to Improve Your IP Team

**11:15 am–11:45 am EDT**  
CAPSULE KEYNOTE  
How to Build an Inclusive Workplace that Can Improve Results

**11:30 am–12:30 pm EDT**  
Virtual BD Event

**12:00 pm–1:00 pm EDT**  
Speed Networking

**12:45 pm–1:45 pm EDT**  
THE BUSINESS OF BRANDS  
You Don’t Know What You Don’t Know: How to Ethically Acquire the Necessary Expertise to Counsel a Client on New Business or Industry Developments (ethics)

**12:45 pm–1:45 pm EDT**  
THE BUSINESS OF BRANDS  
Balancing IP Protection with Consumer Passion for Your Brand

**12:45 pm–1:45 pm EDT**  
Building and Maintaining an Inclusive Culture *(VIRTUAL)*

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics

**1:15 pm–3:15 pm EDT**  
Committee Meetings

**1:15–3:15 pm EDT**  
Past President and Past Counsel Luncheon *(by invitation only)*

**1:30 pm–2:30 pm EDT**  
Speed Networking

**2:00 pm–3:00 pm EDT**  
THE BUSINESS OF BRANDS  
The Modern Innovative License: Creative Monetization Strategies for Your Brand

**2:00 pm–3:00 pm EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Walking the DEI, CSR, and ESG Talk: In-House Counsel Expectations

**2:00 pm–3:00 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS  
Goodbye to Iconic Trademarks! The Days of Brand Freedom Are Over *(VIRTUAL)*

**3:15 pm–4:15 pm EDT**  
IP Office of the Future: How to Build an Action Plan for a 21st Century IP Office

**3:30 pm–5:30 pm EDT**  
Committee Meetings

**4:30 pm–5:30 pm EDT**  
THE BUSINESS OF BRANDS  
The Interplay Between Brand Value and ESG Initiatives

**4:30 pm–5:30 pm EDT**  
Building a Better Society Through Brands: In Brands We Trust

**4:30 pm–5:30 pm EDT**  
Political Action Committee (PAC) Reception *(VIRTUAL)*

**5:30 pm–6:30 pm EDT**  
Africa Reception  
Asia-Pacific Reception  
India Reception  
In-House Practitioners Reception *(exclusive to In-House Practitioners)*

**9:00 pm–12:00 am EDT**  
President’s Dessert Reception *(by invitation only)*

TUESDAY MAY 3

**2:30 am–3:30 am EDT**  
Speed Networking *(VIRTUAL)*

**3:30 am–4:45 am EDT**  
THE BUSINESS OF BRANDS  
Transfer Pricing and Brands (Ownership and Valuation) *(VIRTUAL)*

**5:00 am–6:00 am EDT**  
**COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS**  
**The Hungry Caterpillar: Colin v. Cuthbert and a Look at How to Best Protect Cutting Edge Marks Inside and Outside the Trademark Arena (VIRTUAL)**

**6:15 am–7:15 am EDT**  
Virtual BD Event

**7:30 am–8:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Cybersecurity: The Tenets of Proper Protection *(VIRTUAL)*

**7:30 am–8:30 am EDT**  
Meeting the Copyright Offices Registrars *(VIRTUAL)*

**8:00 am–10:00 am EDT**  
Continental Breakfast *(Located in the hospitality area of the Brand Marketplace)*

**8:00 am–10:00 am EDT**  
Breakfast Table Topics

**8:00 am–10:00 am EDT**  
Committee Meetings

**8:00 am–10:00 am EDT**  
Resources Group Meeting

**9:00 am–10:00 am EDT**  
Leadership Lab

**9:00 am–10:00 am EDT**  
**LIVE STREAM:** REGIONAL UPDATES  
Annual Review of Leading Case Law in Europe

**9:00 am–10:00 am EDT**  
Why Trademark Policy Matters to Brand Owners Large and Small

**10:00 am–6:30 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:15 am–10:45 am EDT**  
CAPSULE KEYNOTE  
Discovering and Defining Your Professional Persona: Keys to Self-Management

**10:15 am–10:45 am EDT**  
CAPSULE KEYNOTE  
The Art of Communication and Transparency: A Conversation about Best Billing Practices

**10:15 am–11:15 am EDT**  
Virtual BD Event

**10:30 am–12:30 pm EDT**  
Committee Meetings

**10:30 am–12:00 pm EDT**  
Political Action Committee (Board)

**10:30 am–11:30 am EDT**  
Speed Networking

**12:30 pm–1:30 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATIONS, AND BRAND RESTRICTIONS  
Protecting Its Customers and Itself: How the United States Patent and Trademark Office Is Responding to Fraud and Fighting Back

**12:30 pm–1:30 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFETTING  
Customs and Cross Border Synergy: Best Practices for Recordations and Border Enforcement Measures

**1:00 pm–2:00 pm EDT**  
Speed Networking

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics

**1:15 pm–3:15 pm EDT**  
Committee Meetings

**1:30 pm–2:30 pm EDT**  
Speed Networking

**2:00 pm–3:00 pm EDT**  
Intellectual Property in a Shifting Geopolitical Landscape

**2:00 pm–3:00 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFETTING  
Counterfeiting in the Metaverse: Protecting, Policing, and Enforcing Digital Rights as Technology Races Forward

**2:00 pm–3:00 pm EDT**  
COMPLEMENTARY RIGHTS, REGULATORY ISSUES, AND BRAND RESTRICTIONS  
ICANN Update *(VIRTUAL)*

**2:00 pm–3:30 pm EDT**  
Leadership Lab

**2:15 pm–3:15 pm EDT**  
Non-Traditional Marks Committee: South Asia/India, Asia-Pacific, Latin-America and Caribbean, and Global Advocacy Cross Subcommittees

**3:00 pm–4:00 pm EDT**  
Speed Networking

**3:15 pm–4:15 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Eco-Friendly Anticounterfeiting? The Environmental Impact of Counterfeits and Anticounterfeiting Measures and Future Best Practices for Brands

**3:15 pm–4:15 pm EDT**  
ENFORCEMENT AND ANTICOUNTERFEITING  
Buying Online Is Not a Safe Harbor Anymore

**3:30 pm–5:30 pm EDT**  
Committee Meetings

**4:30 pm–5:30 pm EDT**  
Governmental Officials Reception *(by invitation only)*

**5:00 pm–6:00 pm EDT**  
Latin America and the Caribbean Reception  
Middle East Reception  
Patent Professionals Networking Reception  
Legal Resources Contributor Reception *(by invitation only)*

**6:00 pm–7:30 pm EDT**  
INTA Foundation Reception

WEDNESDAY MAY 4

**8:00 am–9:00 am EDT**  
Speed Networking *(VIRTUAL)*

**8:00 am–10:00 am EDT**  
Sponsors Breakfast *(by invitation only)*

**8:00 am–10:00 am EDT**  
Continental Breakfast *(Located in the hospitality area of the Brand Marketplace)*

**8:00 am–10:00 am EDT**  
Breakfast Table Topics

**8:00 am–10:00 am EDT**  
Advocacy Group Meeting

**8:00 am–10:00 am EDT**  
Communications Group Meeting

**8:30 am–9:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Brand Management in the Metaverse: The Next Evolutionary Step for Brand Owners or an Episode of Black Mirror?

**8:30 am–9:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Leveraging Legal Technology to Support the Business: Trends to Watch

**9:00 am–10:00 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Brands with a Purpose: An Asian Perspective *(VIRTUAL)*

**9:45 am–10:15 am EDT**  
CAPSULE KEYNOTE  
LinkedIn? Facebook? Instagram? Tik Tok? How to Effectively Use Social Media for Marketing Purposes

**9:45 am–10:15 am EDT**  
CAPSULE KEYNOTE  
Valuing Trademarks and Other Intangible IP Assets: Essential Lessons for Understanding Your Clients’ Business

**10:00 am–2:00 pm EDT**  
Brand Marketplace Exhibit Hall Hours

**10:15 am–11:15 am EDT**  
BUILDING A BETTER SOCIETY THROUGH BRANDS  
Building an Effective DEI Strategy: Connecting Your DEI Efforts to Your Corporate Vision *(VIRTUAL)*

**10:30 am–11:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
Technology in Society and the Future of IP Assets

**10:30 am–11:30 am EDT**  
INNOVATION AND THE FUTURE OF IP  
From Second Life to the Metaverse: What Have You Learned?

**10:30 am–11:30 am EDT**  
Speed Networking

**10:30 am–11:30 am EDT**  
Global Advisory Councils Co-Chairs and Staff Liaisons Meeting

**11:30 am–12:30 pm EDT**  
REGIONAL UPDATE  
Lessons Learned from Recent Legislative Updates in Latin American and the Caribbean *(VIRTUAL)*

**11:45 am–12:45 pm EDT**  
Group Officers and Staff Liaisons Meeting

**12:00 pm–1:00 pm EDT**  
Speed Networking

**12:00 pm–1:30 pm EDT**  
Leadership Bootcamp: presented by the Leadership Development Committee

**12:30 pm–1:30 pm EDT**  
Table Topics *(VIRTUAL)*

**1:15 pm–2:15 pm EDT**  
**LIVE STREAM:** REGIONAL UPDATES  
Annual Review of U.S. Federal Case Law and TTAB Developments

**1:15 pm–3:15 pm EDT**  
Luncheon Table Topics

**7:00 pm–11:00 pm EDT**  
Grand Finale

**11:00 pm EDT**  
INTA Official After Party