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# INTA Bulletin

PLUS

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## TMAP

TRADEMARK ADMINISTRATORS  
& PRACTITIONERS MEETING

September 28-30, 2025 | Berlin, Germany



Perspectives



### TMAP Returns to Berlin, Germany

2025 TMAP Co-Chairs Bahia Alyafi and Conny Schmitt provide a preview of the first Trademark Administrators and Practitioners (TMAP) Meeting in Europe since 2019, shedding light on the educational program and offering registrants advice on how to make the most of the Meeting's intimate atmosphere.

[Read More >](#)



### Leading Across Cultures

In the most recent installment of its *LINK* newsletter, the Leadership Development Committee discusses the challenges of transcultural leadership and shares strategies for success.

[Read More >](#)

## Law & Practice

[CHINA](#) AI Showdown Could Reshape the Digital Content Landscape

[HONG KONG SAR, CHINA](#) NAVY SEALS Mark Invalidated

[CHINA](#) Courts Define Boundaries of Creativity and Competition in Video Marketing

[UNITED STATES](#) Board Dismisses Cuban Cigar Maker's Claim

[CHINA](#) Supreme Court Highlights Regulator's Measures in Trade Name Case

[UNITED STATES](#) TTAB Denies Cancellation of MONSTER ATHLETE

[EUROPEAN UNION](#) Mercedes-Benz Hits a Legal Bump



### INTA Unveils 2026–2029 Strategic Plan

Designed to Transform the IP Community Amid Evolving Global Landscape

The Association’s next Strategic Plan was thoughtfully designed to enhance the Association’s role as a trusted and influential advocate for the economic and social value of brands, and to arm brand owners and IP professionals with the tools needed to navigate today’s rapidly transforming business and legal landscape.

[Read More >](#)



### London Takes Center Stage

Sights Set on the UK Capital for Its 2026 Annual Meeting

INTA will hold its 148th Annual Meeting, the premier global gathering of brand owners and IP professionals, in the heart of London, England, May 2 to 6, 2026.

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### INTA Publishes *The Effect of Greenwashing and Greenhushing on Brand Value* Report

A Letter from INTA CEO Etienne Sanz de Acedo and 2024 INTA President Dana Northcott

The 2024 Presidential Taskforce report is intended to provide insights into the rationale for effective ESG



### Board of Directors Adopts Foundational Principles on AI and IP Rights

Developed by INTA’s AI Advisory Group through extensive research and collaboration, this initial set of foundational principles will help guide policy development on the intersection of AI and IP rights.

communication from different perspectives and is based on input from experts in the field.

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### Board of Directors Votes to Approve Resolution Updating Its Guidelines for Trademark Examination

INTA's Guidelines for Trademark Examination set essential standards for examining trademark applications, especially in jurisdictions with developing examination processes and in those seeking to modify existing requirements and procedures.

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### INTA Announces the Winners of Its 2025 Open Innovation Challenge

The competition took place last month in San Diego, California, as part of the Association's 2025 Annual Meeting. The winners were recognized at the Opening Ceremonies on Sunday, May 18. This year's Challenge attracted a record 36 applicants from 13 jurisdictions.

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### INTAMultimedia



## Two IPs in a Pod

### Podcast

During the 2025 Annual Meeting, INTA Chief Policy Officer Heather Steinmeyer sat down for a conversation on the *Two IPs In A Pod* podcast, hosted by the Chartered Institute of Patent Attorneys.

She shares how her professional career led to her current role in INTA and discusses the Association's advocacy work.

[Listen Now](#)

## 2026 Annual Meeting

### YouTube

INTA has confirmed London, UK, as the host city for the 2026 Annual Meeting! The Association has once again commissioned Spanish artist and friend of INTA, Javier Crespo, to design a 2026 Annual Meeting logo.

Here, Mr. Crespo explains how some of London's most iconic landmarks inspired his design.

[Watch Now](#)

## INTASocial

From the 2025 *INTA Daily News*: Jayne Durden (Amazon, USA) examines how rights holders, law enforcement, technology platforms, and consumers are joining forces to create innovative solutions that are disrupting counterfeit networks worldwide. [Read more.](#)



[Read More >](#)

The National Association of Patent Attorneys of Ukraine (NAPA) was a 2025 Annual Meeting Exhibitor. Here, NAPA's Daria Kaplunenko and Yuliya Prokhoda share insights into Ukraine's IP landscape during these challenging times IP practitioners are facing in their country.



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Meet the 2025 TMAP Co-Chairs and Project Team!

Register today to join us in Berlin, Germany, for this must-attend event for trademark administrators, paralegals, young practitioners, and attorneys who oversee global trademark portfolios. #TMAP2025



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## INTAEvents

[Click for the complete event calendar.](#)

**[2025 Trademark Administrators and Practitioners \(TMAP\) Meeting](#)**

September 28–30, 2025 | Berlin, Germany

**[2025 Leadership Meeting](#)**, November 18–21, 2025 | Hollywood, Florida, USA

**[2026 Annual Meeting](#)**, May 2–6, 2026 | London, England

**INTA TO-GO**

**[On-Demand Webcasts](#)**

**MEMBER RESOURCES**

Available to INTA members

The image displays three resource cards for INTA members. Each card has a vertical title bar on the left and a main content area on the right. The first card, 'ENFORCEMENT', features a blue bar and is titled 'AN INTERNATIONAL LITIGATION GUIDE'. The second card, 'COUNTRY GUIDES', has a purple bar and is titled 'TRADEMARK PROTECTION WORLDWIDE'. The third card, 'QUICK START TRADEMARK CHART', has an orange bar and is titled 'QUICK START TRADEMARK CHART'. Each card includes a brief description and a right-pointing arrow icon in the bottom right corner.

Resource Title	Description
<b>ENFORCEMENT</b> AN INTERNATIONAL LITIGATION GUIDE	Trademark litigation, from pre-filing requirements to remedies.
<b>COUNTRY GUIDES</b> TRADEMARK PROTECTION WORLDWIDE	A searchable database of country profiles that offers basic, practical information on trademark filing, prosecution, registration, and maintenance.
<b>QUICK START TRADEMARK CHART</b>	Providing "quick hit" answers to 18 frequently asked trademark questions across more than 120 jurisdictions.



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733 Third Avenue, 19th Floor | New York, NY 10017

[www.inta.org](http://www.inta.org)