

131st Annual Meeting of INTA



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Joining 7,000 practitioners from all over the world, DunnCox Partner, Joanne Wood recently attended the 131st Annual Meeting of the International Trademark Association (INTA) held in Seattle, Washington. The INTA annual meeting is a fixture in the trade marks calendar, offering unrivalled opportunities to hear expert panels address the most current topics, sharing best practices with colleagues, staying on top of emerging issues, exchanging views and ideas, all while catching up with old friends and making new contacts.

Following the trend of previous meetings, this year's meeting offered a broad range of topics with the interaction of the Internet with trade marks and anti-counterfeiting once again being major issues. INTA's official meeting theme was that of the socially concerned consumer. Even so, the bottom line was still the overarching concern as businesses grapple with the constraints of the global financial crisis and protecting valuable trade mark portfolios in these challenging times. While in Seattle, Joanne met with numerous clients and overseas contacts.

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