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On 18-19 February 2019, International Trademark Association (INTA) Europe Conference: Embracing change was held in Paris (France).

Over the 18-19 February during the INTA Conference, leading legal and business experts and government officials discussed practical tips and concrete tools to adapt to the challenges raised, and enabled attendees to better equip themselves to navigate the changing European political and legal landscape.

In two day program there were several sessions on: Promoting Brands in the Digital World, the Meteoric Rise of Online Influencers, Data Privacy and Protection (GDPR and More), Copyright Reform in Europe (How it Impacts Creative Works Used by Brands), The future is now (the changing role of Trademark teams), The role of Artificial Intelligence in an IP Practice, The Future of IP Office and etc.

GRATA International was represented by Shabnam Sadiqova (Lawyer on IP/IT matters) and Sabina Gasimova (BDM).