

[INTA unveils its new podcast focusing on Innovation and IP](#)

The International Trademark Association (INTA) recently unveiled *Brand & New*, a “first-of-its-kind” podcast produced by INTA which focuses on the impact of innovation on intellectual property (IP) and other aspects of business.

Every two weeks, on Tuesday, *Brand & New* gives the floor to inspiring and influential individuals to share their perspectives and tips on overarching trends, and how businesses and law practices need to keep up with innovation to remain competitive and to fulfil the needs of tomorrow’s clients.

You may follow “Brand & New” [here](#).

[IP in Business - Trademark](#)

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