

Building Your Brand Defense Dream Team: A Strategic Approach to Brand Protection

INTA 2026 Annual Meeting

Speaking Engagement

May 4, 2026 from 10:15 am to 11:00 am (GMT+1)

[Andrea Calvaruso](#), Partner and Chair of Kelley Drye's Trademark and Copyright Practice, will be a panelist at the International Trademark Association (INTA) 2026 Annual Meeting in London, England.

Andrea joined speakers from Amazon, Burberry, and React on the panel, "[Building Your Brand Defense Dream Team: A Strategic Approach to Brand Protection](#)." The panel discussed how brand owners, outside counsel, and service providers collaborate to create effective protection ecosystems that address today's complex threat landscape. Panelists shared real-world insights on identifying and protecting high-value IP assets, coordinating multi-stakeholder enforcement efforts, leveraging technology to anticipate risks, and measuring success across protection programs.

The panel was moderated by Jayne Durden, Manager, Global Brand Engagement at Amazon.com, United States, and included the following panelists:

- Andrea Calvaruso, Partner, Chair of Trademark and Copyright Practice, Kelley Drye & Warren LLP, United States
- Jennifer Halter, Managing Counsel, Brand Protection, Burberry Limited, United States
- Thorunn Sigurdardottir, Sr. Manager, Membership Development and External Relations, React, Netherlands

To learn more about the event, click [here](#).

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