



# Bulletin

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## **Member Spotlight: Peter Dernbach**

*Gunjan Paharia, Zeus IP, New Delhi, India, INTA Bulletin Features–Members, Benefits & Services Subcommittee*

**Peter Dernbach** is an American in Taiwan, and loving it! For the last 11 years he has worked on trademark, other IP and corporate matters. Peter enjoys the intellectual challenges of all the different types of work. In his own words, “I decided to focus on trademarks and other IP, though, once I realized that I enjoyed working with my clients in these areas more.”

Peter believes that trademark work attracts people who are looking to develop the long-term value of a brand. They also invest in educating outside counsel on the brands and the best ways of developing long-term team-based relationships. He has found the trademark community to be a dynamic, supportive one.

Now a partner at Winkler Partners in Taipei, Peter started his career as an associate at Qi Lin International Law Offices (the predecessor to his current firm). He has seen an enormous amount of evolution in trademark law in Taiwan. He specifically mentions that Taiwan now allows registration of sounds, individual colors and three-dimensional marks. Thus far, though, the Trademark Act does not allow for registration of scents, series or movement marks.

For his entire legal career Peter has been actively involved with INTA. Since his first Annual Meeting in Boston in 1998, Peter has served on the Design Rights Subcommittee of the Emerging Issues Committee for two terms and is now serving on the Nontraditional Marks Committee’s Asia-Pacific Subcommittee. He is thoroughly enjoying the extra time he is spending on INTA activities this year, helping coordinate some Table Topics sessions for the 2009 Annual Meeting in Seattle and helping with the programming for the 2009 Leadership Meeting in Miami.

As Taiwan is not a jurisdiction that many of his clients visit very frequently, Peter believes that INTA has given him the opportunity to share information, experiences and plans with clients and associates around the world. It is important to be able to interact with people on a personal level, and the Annual Meetings and Leadership Meetings are great for in-person meetings with people you correspond with on work matters. As he became more involved in committee work, Peter also was increasingly impressed with how practitioners from around the world could come together in a volunteer organization and do some very interesting research and advocacy work on behalf of the members. He has also found the chance to work on emerging issues with leading practitioners from around the world and the opportunity for spirited discussions to be added bonuses.

Having completed several triathlons, Peter spends his free time running, practicing yoga and swimming. Peter is also a member of the board of an environmental law organization in Taiwan, Wild at Heart Legal Defense Association. His firm also was the first member in Taiwan of One Percent for the Planet, an international organization that encourages companies to become part of the solution to environmental issues by donating one percent of their total sales to environmental NGOs.



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phone +1-212-642-1700 | fax +1-212-768-7796 | [www.inta.org](http://www.inta.org) | [bulletin@inta.org](mailto:bulletin@inta.org)