Safir Anand invited to be a part of INTA's Brand Value-Special Task Force

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Taking Cognizance of the growing need to define Global metrics for Brand Valuation the International Trademark Association (INTA) Board of Directors has now commissioned a "Brand Value-Special Task Force" constituting of very selective members to examine the complexities involved in the subject and suggest future actions, recommendations and guidelines on how valuation can be beneficial, making it a top agenda of the four years strategic plan. Safir Anand has been officially invited by the apex body to lend critical support and vision to configure Valuation standards that act as a benchmark, globally.

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