



Insights: News

Podcast | The Beat of IP: A Conversation with The Opposition™ Band

Brand & New Podcast

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"The theme for World IP Day 2025 is "IP and Music: Feel the Beat of IP." In celebration, this episode of Brand & New features the founders of The Opposition™, a band comprised entirely of International Trademark Association (INTA) members. Host Willard Knox, chats with two of the band's co-founders, Richard Dissmann and Jason Vogel, to uncover how this unique musical collective came together and evolved into a must-see phenomenon at INTA Annual Meetings.

From their humble beginnings to drawing crowds of 2,000+ intellectual property (IP) professionals at their performance at the 2024 Annual Meeting in Atlanta, Georgia, The Opposition™ shares behind-the-scenes stories of balancing legal careers with their love for music. The duo also offers fascinating insights on the intersection of IP and AI in the music industry."