INTA’s Trademark Practice Trends in India conference took place in Mumbai, India, on February 8–9. The conference featured guest speakers from both Indian and international corporations, as well as global trademark offices.

Almost half of the 43 attendees who participated in the first day’s program travelled to the conference from outside India. The numbers nearly doubled on the second day, with 84 attendees. Thirteen corporations, including brand owners from India’s Reliance Industries, Tata Consultancy Services and Sun Pharmaceuticals, were represented over both days.

The first day provided attendees with the opportunity to share knowledge and socialize through a luncheon table topics session. For several years, the table topics program has been successful at INTA Annual Meetings, and the format worked well for this conference too. Next was a panel discussion on “Optimizing Business Strategies in India.” Appreciating that India’s trademark processes have changed quite radically over the past decade, the panelists considered the impact these changes are having on organizations doing business in India today. The day closed with a networking reception.

The welcome address on the second day featured guest speaker Mr. Chaitanya Prasad, the Controller General of Patents, Designs and Trademarks from the Indian Trademarks Registry. Mr. Prasad discussed developments at the Indian Trademarks Registry, including digitization, clearance of backlog and preparation for the Madrid Protocol. During the panel discussion that followed, Ms. Debbie Cohn (Commissioner of Trademarks, USPTO) and Mr. Alan Datri (Senior Counsellor, Office of the Deputy Director, General Brands and Designs Sector, WIPO) discussed updates from the USPTO and information relating to the Madrid Protocol.

Finally, INTA corporate members based in India had the opportunity to meet privately with Mr. Prasad and his team to discuss the challenges of working through the Indian Trademark Office as well as possible solutions to those issues. The suggestions made were well-received, and INTA is looking forward to further strengthening relations with the office.

Four more panel discussions were held during the remainder of the second day, and the conference closed with a special networking reception to build excitement for the upcoming Annual Meeting in Dallas.

INTA has been providing programing exclusively for in-house practitioners since 2011. The fifth in-house event returned for a second time to the capital in April. The topic of discussion was “Brand versus Budget” and representatives from six corporations explained how their budgets operate and how the current economic climate is impacting the budgeting process. Participants also shared tips on how to best work with upper management and effectively communicate the need for increased investment in activities like anticounterfeiting.
Overview/Highlights
The City of Dallas’s slogan “Big Things Happen Here” could not be more fitting to describe INTA’s 135th Annual Meeting, which took place May 4–8 and attracted more than 9,000 attendees. In addition, over 100 exhibitors showcased their services and government officials from 35 countries participated.

Highlights of the conference included a keynote address by Jerry Jones, owner of the Dallas Cowboys—one of the most successful franchises in the American National Football League (NFL). He spoke about developing a well-known and recognized brand into an international powerhouse. Speed Networking sessions were also a resounding success with more attendees taking part than ever before. Finally, this was INTA Executive Director Alan Drewsen’s last Annual Meeting before his retirement. Etienne Sanz de Acedo, INTA’s incoming CEO, will relocate from Alicante, Spain, where he currently works for the Office for Harmonization in the Internal Market (OHIM), to New York to assume his new position at INTA’s headquarters on July 1.

The Association’s activities in the Asia Pacific region have grown tremendously in the past year as INTA gears up for its first Annual Meeting in Asia. Nearly 500 people have already registered for the 2014 Annual Meeting which will take place in Hong Kong from May 10–14.

Providing a Global Audience with Updates on Trademark Issues in India
Two sessions at this year’s Annual Meeting incorporated an Indian perspective. “Champagnes, Cognacs, Rices, Teas and Beers—What’s New in Trademarks and Geographical Indications (GI)” featured Rajendra Kumar, K&S Partners who offered insight on GI protection in India, with a special focus on the Darjeeling tea success story.

At the “Regional Update: Combating Against Look-alikes in Turkey and India” session, Gunjan Paharia, Zeus IP, cited two cases to demonstrate the judiciary’s shift in passing off actions relating to trade dress. She also advised the audience to develop a robust enforcement strategy in order to fight counterfeits.

India Project Team 2013
Members of the 2013 India Project Team had a purposeful session in Dallas where they discussed membership in India, INTA’s policy activities in the region and local educational programs, with a special focus on the 2014 India Conference to be held in New Delhi on February 7–8. The 2013 team includes:

- Molly Baxi, Groth & Co. (Stockholm, Sweden)
- Dr. Alexander Klett, Reed Smith (Munich, Germany)
- Anupam Pandey, Obhan Associates (New Delhi, India)
- Emma Pitcher, Boult Wade Tennant (London, United Kingdom)
- Shefali Sewak, Sewak & Associates (New Delhi, India)
- Aasim Shehzad, BFS Legal (Chennai, India)
- Purnima Singh, Mulla & Mulla & Craige Blunt & Caroe (Mumbai, India)

India Business Group Meeting
Representatives from seven U.S. based corporations with business interests in India attended the India Business Group Meeting for updates on public policy and advocacy efforts in the region. They shared information on registration or enforcement issues and brainstormed how the group can positively impact the region.

India Reception
With 217 registered attendees from India, it was no surprise the India Reception was well-attended, not only by members from the region, but also INTA Board Officers, speakers from past India Conferences and the India Project Team.
**Upcoming Initiatives and Events—from June onwards**

**New Membership Dues Structure**
If you missed signing up for INTA membership at the start of this year, you can take advantage of the new membership dues structure by paying for membership from June-December at almost half the full year price! For more information and to join, please visit [www.inta.org/prorated](http://www.inta.org/prorated)

**Committee Selection**
One of INTA’s most important assets is the talented and dedicated group of over 2,700 member volunteers who serve on its committees and project teams. Participation on an INTA committee offers individuals a unique and rewarding opportunity to contribute to the advancement of the Association’s objectives, network among their peers and raise their visibility within the international trademark community.

Fifty-seven members from India are serving on committees for the current 2012–2013 committee term. If you wish to get involved, you can apply for the 2014–2015 term between June 3–28. If you have any questions, contact committeeelection@inta.org or visit [www.inta.org/Committees](http://www.inta.org/Committees)

**Madrid Webcast (June 5)**
In April, India made headlines in IP circles for officially joining the Madrid Protocol. Before the IP Office in India starts accepting Madrid applications on July 8, INTA is providing a webcast for Indian companies and local attorneys to provide guidance on this cost-saving application and help them prepare for the changes. More information is available here: [www.inta.org /June2013IndiaWebcast](http://www.inta.org /June2013IndiaWebcast)

**India Trademark Owners Council (June 17 onwards)**
Join companies like 3M India Limited, Balkrishna Industries Limited, Castrol India Limited, Sun Pharmaceutical Industries Limited and The Himalaya Drug Company in making an impact on trademark processes in India. The Council’s key objective is to assist trademark owners by developing recommendations to better coordinate and enhance INTA’s activities in the region. Recommendations will cover: increasing membership, attracting new volunteers, developing regional programs and increasing INTA’s impact on public policy. The Council will have quarterly conference calls starting June 17 leading up to the 2014 India Conference and the 2014 Annual Meeting in Hong Kong, where they will meet in person to take these discussions further. Please note that this group is only open to local corporate members.

**In-House Practitioners Luncheon in Chennai (July 12)**
This event will be showcased in Chennai for the first time with the topic “Brand versus Budget.” Please note that this meeting is by invitation only and is specifically for in-house practitioners.

**Annual Meeting Info Sessions (August, September, October)**
Given that INTA’s next Annual Meeting will be held in Asia for the first time, these info sessions will be held in cities around India to provide local practitioners with all the information they need about INTA and attending the Annual Meeting in Hong Kong from May 10–14, 2014.

**Contact**
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