



International Trademark Association Working for Its Members 2004

During 2004, the International Trademark Association (INTA) produced educational and networking events around the world, expanded the Members Only section of its website to include valuable online publications and resources, introduced professor and student memberships, strengthened its efforts to combat counterfeiting, proposed a new dilution law in the United States and increased its involvement in Eastern Europe. The following report highlights these and the many other INTA benefits, services and initiatives designed to serve its members and the global trademark community.

Advancing Global Trademark Education and Networking

In 2004, INTA produced more than 20 educational and networking events that brought together thousands of trademark professionals from around the world.

Topics addressed included electronic filing, famous and well-known marks, trade dress, Community Trade Marks and Community Designs, branding, domain names and examination guidelines. Event locations included Shanghai, Buenos Aires, Atlanta, San Francisco, New York City, Prague and Brussels. Many of these events were produced in cooperation with global and regional intellectual property organizations, such as the Asociación Interamericana de la Propiedad Industrial (ASIPI), the U.S. Patent and Trademark Office (USPTO) and the Office for Harmonization in the Internal Market (OHIM).

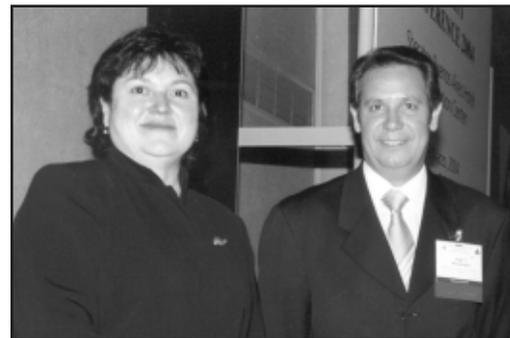
Most INTA events offered continuing legal education (CLE) credit, and INTA members paid 30 – 50 percent less for registration fees than non-members.

In April, INTA introduced workshops, a new event category that is designed to teach practical trademark management skills. The first two sets of workshops, in April and September, featured training for electronic filing and were held in ten cities throughout the United States.

In September, INTA presented its first e-learning course, Trademark Basics. Using an innovative online learning

platform, trademark professionals were able to complete an interactive, CLE-eligible five-week course without leaving their desks. Participants accessed the course from any computer, at any time of the day, from anywhere in the world. This exciting development enabled INTA to make its education accessible to members around the world by eliminating the added time and expense of travel and lodging usually associated with event attendance – and with a lower registration fee.

INTA's 126th Annual Meeting in Atlanta in May introduced several new features, including tea time table topics,



INTA President Jacqueline A. Leimer with ASIPI President Hugo T. Berkemeyer in Buenos Aires at the INTA/ASIPI Conference 2004.



INTA co-sponsored the First Global Congress on Combating Counterfeiting in Brussels.



The INTA e-learning course, Trademark Basics

Education and Networking (continued)

which supplemented the traditional breakfast and luncheon sessions, and new workshop sessions on computer training. INTA implemented its Annual Meeting Attendee Portal, which featured updated attendee lists, speaker materials, and exhibitor and sponsor lists. The Association also introduced a new automated system for obtaining CLE credits, and hosted an INTA Exhibit in the Exhibition Hall to provide information about INTA resources, events and member benefits. For the third time, INTA joined with the John Marshall Law School to present a one-credit academic course on international trademark law for J.D. and L.L.M. students.

INTA now publishes course materials for most events to its website for registered attendees to review in advance of meetings.

Visit www.inta.org/events for information on scheduled events.



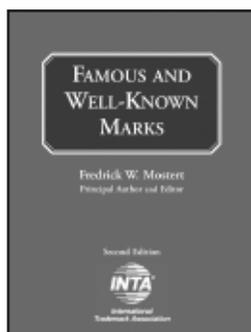
Alicia Lloreda of Jose Lloreda Camacho & Co. addresses students at the academic course on international trademark law during the 126th Annual Meeting

Offering More Publications and Online Information Resources

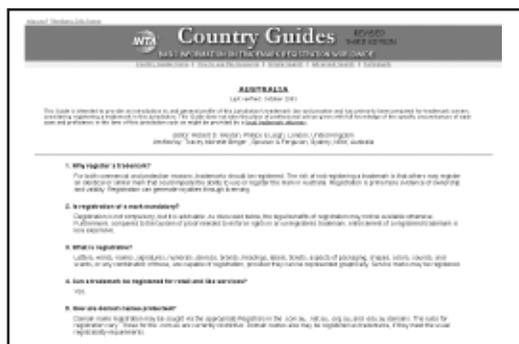
INTA's continually expanding Members Only Site provides information and reference materials not available to the general public, including INTA's Knowledgebase, a trademark card catalog and database; a collection of trade dress case summaries with exhibit images; and the *INTA Membership Directory*. In the last year, the site was enhanced with the addition of *Country Guides*, a searchable database of practical information on trademark filing, prosecution, registration, maintenance and enforcement on a country-by-country basis.

The Association also recently published the revised and expanded second edition of *Famous and Well-Known Marks: An International Analysis*, which includes a companion searchable database. In addition, the online and print *Trademark Checklist* was updated and revised to include nearly 400 new marks. INTA also developed several additional online publications, including the *International Opposition Guide* at the end of 2004 and the *Practitioner's Guide to the Madrid Agreement and Madrid Protocol* in 2005.

Visit www.inta.org/pubs for a complete publications catalog.



INTA published the revised and expanded second edition of *Famous and Well-Known Marks: An International Analysis*.



Country Guides, a searchable database of practical information, was added to INTA's Members Only Site.

Expanding the INTA Community

In October, INTA introduced new membership categories for students and professors of intellectual property. Under this new class of membership, full- or part-time law students, non-attorney legal students, and professors who teach intellectual property full-time at recognized law schools are eligible to join the Association. These new members enjoy many of the same benefits as regular and associate members, and bring the academic perspective to the INTA community.

In 2004, INTA's membership grew to more than 4,600 organizations in more than 180 countries, expanding the global community available to INTA members for networking, conducting business and making acquaintances.

Visit INTA's Members Only Site at www.inta.org/members for a list of INTA members.



New members exchange contact information at INTA's New Member Orientation and Reception.

Strengthening Anticounterfeiting Efforts

INTA strengthened its fight against counterfeiting with numerous initiatives in 2004. In March, the Association added an anticounterfeiting coordinator to its New York staff. In May, during the 126th Annual Meeting in Atlanta, Georgia, USA, INTA organized an Anticounterfeiting Exhibit, which featured examples of counterfeit products, accounts of raids on counterfeiting operations, video segments from the anticounterfeiting campaigns of INTA members, descriptions of INTA activities and policy against counterfeiting, and speakers from member companies.

Also in May, INTA co-sponsored the First Global Congress on Combating Counterfeiting in Brussels, in cooperation with the World Customs Organization and Interpol. At the Congress, the Association released its *Country Reports on Anticounterfeiting*, which were valuable to the attendees.

INTA representatives met with European Union officials in May to discuss European anticounterfeiting and enforcement issues, and the Association also sent representatives to participate in several anticounterfeiting-related events, including the TRIPS 10th Anniversary Conference and the World Intellectual Property Organization's Second Session of the Advisory Committee on Enforcement.

Finally, INTA published the *Counterfeiting Special Report*, which features articles and reports on anticounterfeiting efforts within INTA and throughout the world.

Visit INTA's Anticounterfeiting page at www.inta.org/anticounterfeiting for more information.



INTA's Anticounterfeiting Exhibit at the 126th Annual Meeting



The INTA Counterfeiting Special Report

Reviewing Dilution Law

On April 22, INTA President Jacqueline A. Leimer testified before the U.S. House of Representatives' Subcommittee on Courts, the Internet and Intellectual Property in support of revising the Federal Trademark Dilution Act (FTDA). Her testimony was the culmination of a nine-month comprehensive study of dilution law by an INTA select committee of trademark experts in response to the U.S. Supreme Court's decision on dilution in *Moseley v. V. Secret Catalogue, Inc.*

Ms. Leimer advised the House Subcommittee that the most practical way to express the incipient nature of dilution is through a "likelihood of dilution" standard. In addition, she recommended a narrow scope of fame that protects only marks that are "widely recognized by the general consuming public of the United States;" and two explicit causes of action, one for likelihood of dilution by blurring, and the other for likelihood of dilution by tarnishment.

In June, INTA published the *Dilution Special Report*, which provides a snapshot view for INTA members interested in learning about recent developments with respect to dilution doctrine.



INTA President Jacqueline A. Leimer describes her testimony on the U.S. FTDA at the Political Action Committee reception during the 126th Annual Meeting



The INTA *Dilution Special Report*. To learn more, visit INTA's Dilution page at www.inta.org/dilution for more information.

Influencing Worldwide Trademark Legislation and Policies

During 2004, INTA provided its expertise to many intellectual property initiatives throughout the world, including the revised Chinese Customs Regulations; the Draft Hague Convention on Exclusive Choice of Court Agreements; the European Commission's Strategy for the Enforcement of IPRs in Third Countries; the Community Trade Mark Regulation amendments; the EU Enforcement Directive; and the Office for Harmonization in the Internal Market's Draft Guidelines for Restitution in Integram and Draft Amendments to the Examination Guidelines. INTA also filed an amicus brief with the U.S. Supreme Court in the case of *KP Permanent Make-Up, Inc. v. Lasting Impression Inc. and MCN International I Inc.*

Visit www.inta.org/policy for more information on INTA's public policy initiatives.

Increasing Involvement in Eastern Europe

In May, INTA's Eastern European/CIS Subcommittee organized a half-day government roundtable in Zagreb, Croatia with the cooperation of the Croatian State Intellectual Property Office and the American Chamber of Commerce. The roundtable was followed by an afternoon seminar on alternative dispute resolution. Also in May, the INTA Annual Meeting featured a session on "Strategies for Enforcement of Trademark Rights in Eastern Europe and the Black Sea Region." In December, INTA will host the "Europe 2004 and Beyond – New Opportunities and Frontiers Forum," in response to new trademark issues and concerns resulting from the recent enlargement of the EU.

Visit www.inta.org/events for more information.

INTA thanks its members for their support and participation and looks forward to serving them in 2005.

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