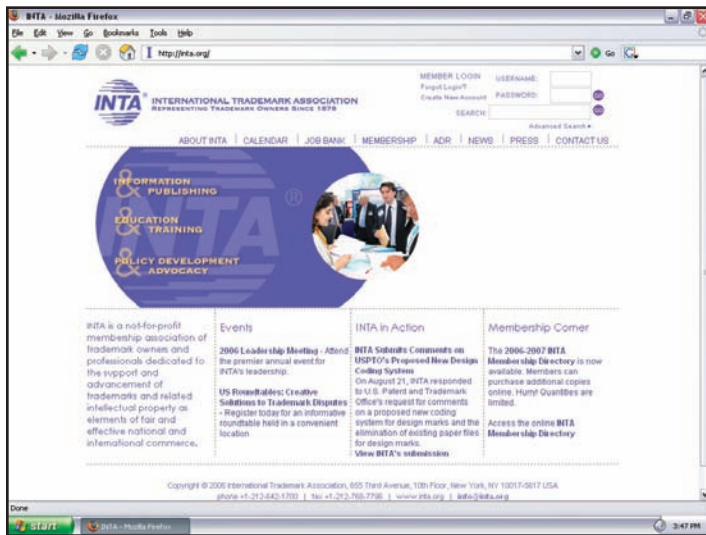


The International Trademark Association had another notable year in 2006, as it enhanced its benefits and services to better serve its members and the global trademark community. To strengthen the Association's standing as the preeminent source of trademark knowledge, INTA launched a redesigned website, published the Chinese-language *Bulletin* and held its most successful Annual Meeting yet, as well as other essential educational and networking programs around the world. INTA opened a new representative office in Europe and contributed significant support to trademark issues such as dilution and anticounterfeiting in various regions as it expanded its international scope and extended its efforts to improve trademark laws and policies worldwide. INTA's leadership led to passage of a new U.S. Dilution statute in both the U.S. Senate and House of Representatives, and the President is expected to sign it into law. The following report highlights these and the many other initiatives INTA accomplished in 2006.

## INFORMATION AND PUBLISHING

To help trademark professionals make their practices and procedures more efficient and stay current on trademark issues, INTA expanded its offerings of the latest, most expansive trademark information available via online information and print publications.



The home page of INTA's new website.

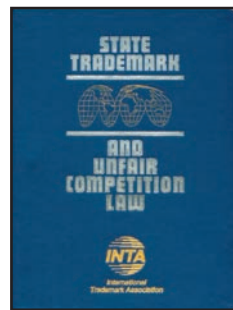
A major enhancement to INTA's information resources was the introduction of its newly redesigned website, [www.inta.org](http://www.inta.org), in March 2006. The new site makes it even easier to access vital trademark information, and was designed to reflect the international scope and diversity of INTA and its membership. There are now three main sections of the site: Information & Publishing, Education & Training and Policy Development & Advocacy. As part of the redesign, the online *INTA Membership Directory* was updated to provide a more convenient method of searching the INTA membership, including the addition of the *Committee Directory*, which contains contact information for everyone serving on INTA committees. This update makes it even easier for INTA members to connect with colleagues around the world.

Also online, INTA recently revamped the *Trade Dress Image Library (TDIL)*, a useful web reference resource. The TDIL allows users to obtain brief descriptions of court rulings in a variety of trade dress cases. The expanded, user-friendly version contains summaries of cases from Argentina, Canada, China, France, Japan, Mexico, the Republic of Korea, Russia, the United States and Vietnam.

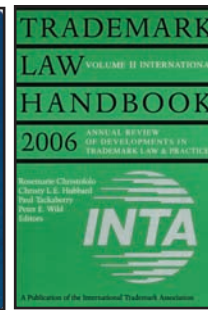
Along with the website and online resource improvements, new print publications were produced in 2006. In March, the inaugural issue of the Chinese-language *Bulletin* was published. This quarterly publication provides information on international developments in trademark law and practice, as well as INTA activities of interest to the Chinese trademark community. INTA also released the latest versions of *State Trademark and Unfair Competition Law* and the U.S. and International volumes of the *2006 Trademark Law Handbook*, providing the most up-to-date analysis of important trademark issues.



The Chinese-language *Bulletin*



State Trademark and Unfair Competition Law



2006 Trademark Law Handbook

Additionally, *The Trademark Reporter® (TMR)* continued to offer comprehensive coverage of all aspects of trademark law. The *U.S. Annual Review*, which serves as the basis for the very popular case law review session at the Annual Meeting, was published as was

the *International Annual Review*, which contains contributions that highlight significant trademark cases throughout the world. The TMR also published articles from INTA's Second Learned Professor Trademark Symposium held in January, in which three prominent professors presented comprehensive examinations of geographical marks and indications from the perspectives of Europe, North America and Asia.

Visit [www.inta.org/go/infopub](http://www.inta.org/go/infopub) for more information on INTA's publishing and information resources, and discover INTA's new e-commerce system, providing a convenient means of ordering publications, registering for meetings and renewing membership.

## EDUCATION AND TRAINING

Once again, INTA offered opportunities for thousands of trademark professionals from around the world to exchange ideas, benchmark practices and acquire knowledge through more than 25 educational and training programs.

INTA held the Annual Meeting – its premier event – in Toronto, Canada, and welcomed more than 8,000 attendees from 135 countries. Trademark professionals took advantage of a comprehensive selection of programs and topics, assorted networking events held throughout the week and an Exhibition Hall featuring nearly 90 exhibitors presenting the latest trademark solutions.



INTA's 128<sup>th</sup> Annual Meeting: Attendees learn about expert witnesses

In addition to the Annual Meeting, throughout the year INTA hosted forums and workshops for its members in all parts of the world, including Brussels, Hangzhou, New York and Rome. In each location, topics designed to be relevant to the specific attendees were offered in various programs such as IP protection in China, product configuration in Europe, brands on the Internet and a special benchmarking program specifically for in-house counsel. Also advancing the international aspect of INTA programs, members around the world hosted roundtables to address important and timely legal topics. In 2006, 221 roundtables were held worldwide, including 44 in Europe, Asia, Latin America and Canada.



INTA Roundtable held in Mexico City, Mexico

INTA brought online trademark education to its members as well, as it expanded its E-Learning Program in 2006. INTA introduced a basic treatment on the Madrid Protocol, and will soon offer an online course on legal ethics and professionalism and a trademark basics course for trademark administrators. INTA's other popular E-learning programs, Trademark Basics and TTAB Basics, were made available year-round, providing on-demand educational opportunities, with continuing legal education (CLE) credit available during designated times throughout the year.

Extending its education beyond trademark practitioners, INTA continued its partnerships with the United States Patent and Trademark Office and the Office for Harmonization in the Internal Market to provide industry training seminars for examining attorneys. The training seminars broaden the examiners' awareness of trademark issues faced by brand owners and practitioners, and strengthen INTA's relationship with the trademark offices. The food and beverage industry was the focus of this year's training seminars.

Visit [www.inta.org/go/education](http://www.inta.org/go/education) for more information on INTA's scheduled and upcoming events. Most INTA events offer CLE credit, and INTA members pay 30 – 50 percent less for registration fees than non-members.

## PUBLIC POLICY AND ADVOCACY

In 2006, the Association expanded its public policy and advocacy efforts on behalf of trademark owners throughout the world.

### Leading the Fight Against Counterfeiting

Counterfeiting is one of the most important issues INTA and its members face, and the Association was once again a leader in anticounterfeiting efforts in 2006. INTA played a key role in the coalition of IP groups that helped shape the Stop Counterfeiting in Manufactured Goods Act, a bill passed by the United States Congress in March, with Association representatives attending the bill signing ceremony. In addition, INTA hosted the 10<sup>th</sup> Meeting of the Interpol Intellectual Property Crime Action Group (IIPCAG) in May, which assists Interpol in undertaking a collective response to the threat posed by organized criminal involvement in IP crime. INTA also participated in the Eastern European and Central Asia Regional Congress on "Making a Difference through More Effective Cooperation," held in Bucharest in July.

In recognition of its ongoing efforts against counterfeiting, in June INTA was named the world's top anticounterfeiting association during the Global Anti-Counterfeiting Awards 2006, which took place in Paris on World Anti-Counterfeiting Day.



INTA's Anticounterfeiting Exhibit at the 128<sup>th</sup> Annual Meeting displayed samples from some of the world's leading companies

### Protecting Trademarks on the Internet

In 2006, INTA also focused its attention on protecting trademark owners' rights on the Internet. With the launch of the first regional top-level domain in 2006, .eu for the European Union, INTA worked with the registry and vendors to establish a sunrise mechanism, which allowed trademark owners to participate in an early registration period for .eu domain names that correspond to their trademarks.

INTA continues to be a leader in the coordinated effort to ensure access to domain name registrant contact data (Whois) for the purpose of investigating and remedying infringement of IP rights. In June, members of INTA voiced the views of trademark owners directly to the Board of the Internet Corporation for Assigned Names and Numbers (ICANN) when they attended the ICANN meeting in Marrakech.

### Dilution in the U.S.

In 2006, INTA led the campaign to enact a new U.S. trademark anti-dilution statute that is designed to protect famous marks from uses that blur their distinctiveness or tarnish their reputation. The product of a select committee of experts formed by INTA, the *Trademark Dilution Revision Act of 2006* is a response to the ruling of the Supreme Court in *Mosley v. V Secret*, as well as the many splits in the federal circuits relating to the current dilution statute and the protection of famous marks in the United States. In April 2005, the House of Representatives passed the dilution revision legislation. In March 2006, the Senate passed a slightly amended version of the bill. On September 25, 2006, the amended Senate version was passed by the House. The President is expected to sign the bill into law in the next few weeks.

### Engaging Governments and Shaping Trademark Laws

Continuing its signature role as the voice of trademark owners globally, INTA submitted comments on the European Commission's communication on "A Customs response to latest trends in Counterfeiting and Piracy," expressing its support to the possible creation of a business customs working group at the EU level and expressing its interest in working with that group on issues such as "low consignment and simplified destruction procedures." INTA submitted comments to the New Zealand Ministry of Economic Development on New Zealand's possible accession to the Trademark Law Treaty, Madrid Protocol and Nice Agreement on international classification, and proposed changes in the Canadian opposition procedures and the Canadian Trade-Marks Regulations (1996) to the Canadian Intellectual Property Office. Based on INTA's factum submitted last year on a case (*Veuve Clicquot Ponsardin v. Boutiques Cliquot Ltée*), the Canadian Supreme Court issued a ruling that strengthens famous mark protection in Canada.

In addition to the meetings and special *Bulletin* for China already mentioned, INTA also deepened its policy dialogue with key Chinese government agencies and the judiciary. The Association submitted comments to the China Trademark Office on the second draft of the revised China Trademark Law and to the Supreme People's Court on draft judicial interpretations on unfair competition cases. INTA executives also held face-to-face meetings with high-level Chinese trademark officials in China and in New York to discuss ways to advance trademark protection in China.

In March 2006, INTA participated as an observer organization at a diplomatic conference of WIPO member states, held in Singapore, to adopt a revised Trademark Law Treaty. The revised Treaty, called the Singapore Treaty on the Law of Trademarks, was adopted on March 27, 2006. INTA also remained engaged with WIPO on the drafting of provisions to address the interface between the protection of intellectual property and traditional knowledge; with the United Nations Commission on International Trade Law (UNCITRAL) on security interests in IP; and with the Association of Southeast Asian Nations (ASEAN) and the Asia-Pacific Economic Cooperation (APEC) forum on trademark harmonization issues such as geographical indications and anticounterfeiting.

Visit [www.inta.org/go/policy](http://www.inta.org/go/policy) for more information on INTA's public policy activities.



Romanian President Traian Basescu (fifth from right) addresses the opening session of the July 2006 Regional Congress on Combating Counterfeiting and Piracy. INTA Vice President Richard Heath (second from right) also gave remarks on the Association's behalf.

In 2006, INTA added significant resources to meet the needs of its members and to enhance its ability to provide quality publishing and information, education and training, and policy development and advocacy.

### New Representative Office in Europe

INTA strengthened its presence in Europe by opening a representative office in Brussels in 2006. The Europe Office adds a new dimension to INTA's ability to represent its members before European and national policy makers and to offer additional educational and networking services. A Europe Representative was hired to provide more direct access to Association members in the region and to promote the need for effective and harmonized protection and enforcement of trademark rights within and at the borders of the internal market.



INTA's new office in Brussels, the Regus Park Atrium

### Increased Offerings

In response to its diverse and growing membership, the Association expanded the benefits and services it offers to specific membership audiences, including corporate members, service firms and academics. For example, INTA offered the first ever In-House Idea Exchange in August, where corporate members participated on a conference call to discuss metrics and how to justify the value of the trademark department. The results of this Idea Exchange were published for use by the rest of the corporate members, and additional exchanges are planned in the future. INTA also expanded its exhibition and sponsorship offerings to create more ways for its service firm members to reach their clients.

### INTA Exhibit

To improve member contact with Association staff and resources, the INTA Exhibit in the Exhibition Hall at the Annual Meeting was expanded. The Exhibit provides attendees with information on INTA's publications, meetings, membership, public policy and the committee selection process. The INTA Exhibit also



INTA's exhibit in the Annual Meeting Exhibition Hall

combined with the Anticounterfeiting Exhibit, which features examples of counterfeit products and descriptions of the Association and its members' activities and experiences, to create one place for attendees to receive information about INTA.

### INTA's Expanding Community

Through all of the above initiatives, INTA was able to communicate the value of Association membership, and in 2006 recruited its 5,000<sup>th</sup> member – Tempur-Pedic International, Inc. of the United States. Corporate brand owner recruitment was stronger than ever, with new members coming from a variety of industries, and one-third coming from outside the United States. Additionally, INTA's membership continued to renew at a rate of 94 percent. The Association's Academic membership has substantially grown in both student and professor membership. As of August, there were 82 new student and 20 new professor members. INTA now has more than 5,000 organizational members from more than 190 countries, providing many opportunities for global business development and international networking.

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Throughout the year, INTA has endeavored to offer its members consistently excellent education and information, as well as develop policy and positions on leading and emerging trademark and related issues around the world, all while reflecting the scope and diversity of the Association's membership.

INTA thanks its members for their support and participation and looks forward to serving them in 2007.

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