



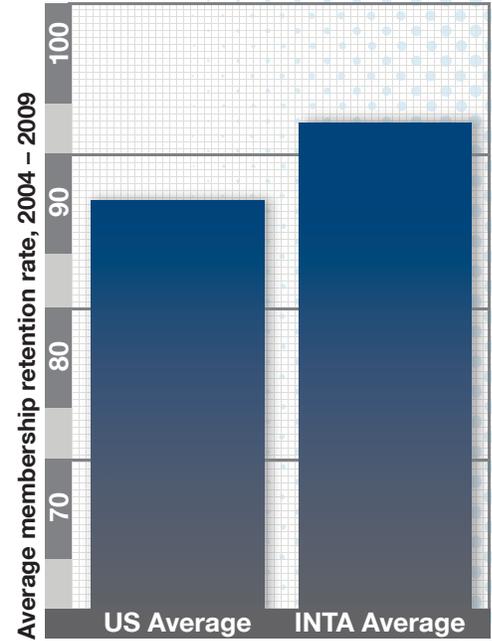
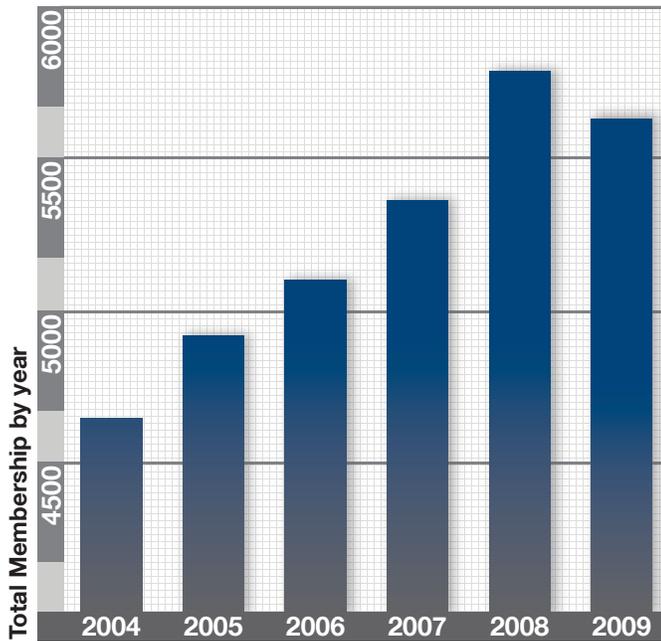
YOUR ORGANIZATION IS WEATHERING THE STORM, AND SO ARE WE.

MEMBERSHIP

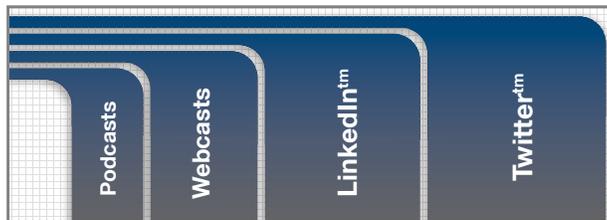
INTA's greatest asset has always been its membership. And after the global economic downturn, INTA is proud to report that its connection to the intellectual property community remains strong, and it continues its work on the policy matters that concern trademark owners the most.

INTA understands the challenge of exceeding members' expectations, while reducing costs and providing trademark owners and professionals with high-impact educational and networking opportunities around the world.

The Association's strong momentum has helped it navigate a turbulent year, and it has also refocused INTA's attention on offering only the best resources and highest quality programs to its members.



REACHING OUT, REACHING ONLINE



INTA expanded its reach and promoted more community with members by adding social media and online networking sites to the INTA homepage, including **LinkedIn** and **Twitter**. Along with fresh social media channels, INTA also launched its new **podcast** series to reach listeners on-the-go, along with insightful webcasts for professionals to view in their place of business.

LOOKING FORWARD AND WORKING TOGETHER

Strategic Plan 2010 - 2013

In March, the INTA Board of Directors approved the new Strategic Plan for 2010 - 2013. The Strategic Plan, which sets forth the strategic directions and objectives of the Association, will guide the work of the Board, committees and staff during the next four years. The new Plan has four Strategic Directions: (1) Support the Membership Through Public Policy and Member Education; (2) Enhance the Volunteer Experience; (3) Build Association Capacity to Educate Non-Members; and (4) Strengthen the Association. The major difference from the current Strategic Plan is the emphasis on capacity building, outreach to educate non-members and engaging with the business community.

Volunteer Structure 2010 - 2011

INTA has revised its volunteer structure for the 2010 - 2011 Committee Term to implement the objectives of the new Strategic Plan. The work will be organized within three Groups - Education & Services, Policy Development & Advocacy and Publishing - and will be carried out by formal committees and subcommittees, as well as project teams and task forces, as appropriate. The Groups will each have an advisory council composed of committee leaders who will consider important issues within each group and coordinate issues among the three groups.

REPORT HIGHLIGHTS:

Page 1: New Strategic Plan | Page 2: Domain Name System Policy | Page 3: Updated Publications | Page 4: Exceptional Programming



YOUR VOICE, AMPLIFIED. POLICY DEVELOPMENT & ADVOCACY

INTA TAKES THE INITIATIVE ON INTERNET ISSUES

In 2009, trademark owners saw new waves of cybersquatting and counterfeiting on the Internet, and the problem for trademark owners increased exponentially as ICANN continued its plans for an explosion of generic top level domain names (gTLDs). In response, INTA took a number of initiatives to ensure that trademark owners' concerns are heard and addressed. Chief among these was the adoption of a resolution by the INTA Board of Directors focusing on the accountability of the Internet Corporation for Assigned Names and Numbers (ICANN) and opposing ICANN's gTLD proposal.

This resolution guided INTA's lobbying efforts, and in September, INTA President Richard Heath delivered testimony before the United States Congress's House Subcommittee on Courts and Competition Policy hearing on the Expansion of Top Level Domains and its Effects on Competition. Mr. Heath's testimony raised trademark owners' concerns related to ICANN's proposed introduction of an unlimited number of new gTLDs to the Internet starting in 2010.

Earlier in the year, INTA submitted comments concerning the September 30 expiration of the Joint Project Agreement (JPA) between the U.S. Department of Commerce and ICANN. These reflected the concerns of trademark owners over ICANN's management of the domain name system (DNS) and encouraged the Commerce Department and ICANN to enter into a new agreement once the JPA expired. Without adequate oversight, at least in the interim, by the U.S. government, it is doubtful that ICANN will make improvements in several key areas in its DNS management.

Also, as the ICANN proposal unrolled, INTA submitted extensive comments on the first two versions of ICANN's Draft Applicant Guidebook, supported the work of the Implementation Recommendation Team (IRT) that developed tools for protecting trademarks in any new gTLDs and continued its leadership role in the Intellectual Property Constituency, a component of ICANN's governance structure.

As we go to press, the "Affirmation of Commitments" by the United States Department of Commerce and ICANN has just been issued. The long-term effect of this document is unknown, the future of ICANN's gTLD proposal unclear and other important Internet issues unresolved. INTA's members can be certain, however, that the Association will continue its work to secure the strongest possible online protections for trademarks owners.

VOLUNTARY MEASURES TO STEM COUNTERFEIT SALES ON THE INTERNET

Based on a 2008 report by INTA's Anti-Counterfeiting and Enforcement Committee, two special task forces facilitated discussions between trademark owners and companies that provide services on the Internet, such as market-place sites, search engines and payment service providers, to develop voluntary best practices to combat the sale of counterfeits on the Internet. One important outcome of the best practices is the creation or sharing of contact information by online service providers to assist trademark owners in notifying them of sales of counterfeits on the Internet – an

important course of action for trademark owners attempting to take down or disrupt the sale of these illegal products. INTA is working to increase the number of participating Internet-related companies in this voluntary program and encourages trademark owners to take advantage of its benefits.

BRAZIL MOVES CLOSER TO JOINING MADRID PROTOCOL

Partnering with the World Intellectual Property Organization (WIPO), INTA was instrumental in generating a high-level seminar for the Brazilian Congress to consider accession to several treaties, including the Madrid Protocol. An INTA delegation headed by Richard Heath participated in the seminar that included influential members of Brazil's Congress in an effort to encourage the Brazilian government to act. In addition to WIPO, INTA worked closely with Brazil's National Institute of Intellectual Property which strongly supports Brazil's accession to the treaty.

INTA'S HARMONIZATION GOALS ADVANCED

A key strategic objective of INTA is the further harmonization of trademark law and practice. In 2009, INTA made strides in a number of jurisdictions to advance the adoption of its policies.

In the United States, INTA worked in several states to have the Model State Trademark Bill (MSTB) enacted. The MSTB includes a cause of action for trademark dilution for marks that are famous within the state, and sets forth definitions and standards consistent with the Federal Trademark Dilution Revision Act of 2006. Since 2008, California, Mississippi and Oregon have enacted the legislation.

INTA was also busy in the Asia-Pacific region with a number of legislative and trademark office procedural issues that included comments on the latest draft revision of China's trademark law and proposed amendments to New Zealand's trademark law.

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RESEARCHING, COLLECTING AND SORTING... A ONE-STOP PLACE FOR YOU. INFORMATION & PUBLISHING

Over this year, INTA's members-only online resources became even more robust with the updating of Trademark Cancellations and the content expansion, reformatting and updating of the Country Guides, International Opposition Guide, and Practitioner's Guide to the Madrid Agreement and Madrid Protocol databases. All of the online databases now share a common architecture, which will permit easier updates and increased value.

Country Portals, available exclusively to INTA members, provides a gateway to country-specific online trademark information. This time- and cost-saving resource provides links to valuable INTA content and external trademark-related information. With updates to include fee schedules, online filing tools and searchable trademark databases, *Country Portals* is a "one-stop shopping" resource for trademark professionals, designed to make practitioners' jobs more efficient and effective when searching for trademark-related online resources on a particular country.

In addition to these online resources, INTA updated its print titles *State Trademark and Unfair Competition* and *Famous and Well-Known Marks* and published the two-volume *2009 Trademark Law Handbook (U.S. & International)*.

The Trademark Reporter® (TMR), the Law Journal of the International Trademark Association, delivered many thought-provoking articles on topics that included: trademarks as human rights, landlord liability in the battle against counterfeits, effectuating a conveyance while avoiding the destruction of

trademark rights, famous marks under the Trademark Dilution Revision Act, establishing bona fide intent to use under the Lanham Act, genericness surveys used in trademark disputes, licenses in OHIM practice, and infringement cases centered around the use of surnames.

The TMR *U.S. Annual Review*, which serves as the basis for the case law review session at the Annual Meeting, was published as the January – February 2009 issue. Because of the session's popularity, INTA offered a recorded re-broadcast of the session as a webcast for both members and non-members, alike. The TMR *International Annual Review*, which covered case summaries from 52 jurisdictions this year, was published as the March – April 2009 issue.

All INTA members now receive an email announcement as each new TMR issue is published, which also provides an operative link to TMR online. As is the case with the electronic version of the *Bulletin*, INTA members have instant electronic access to each new TMR issue.

As we come to the end of 2009, we are in the final stages of developing our latest online database, *Trade Dress: International Practice and Procedure*, that will offer comprehensive country-specific information on trade dress protection and enforcement searchable by country and topic and that, in a new feature, will also contain hundreds of searchable trade dress images that relate to specific points of law and practice. Look for this new resource to launch in the coming months.

IMPROVEMENTS, BIG AND SMALL

Membership Renewal / New Membership Application Systems

This year, INTA offers multiple year membership packages at a cost savings to our members. Further, INTA automated the process by which new membership kits are generated, saving the Association printing and distribution costs.

New electronic offerings

To further expand its green initiatives, INTA now offers both print and electronic forms of membership materials, the *Membership Directory*, the *Bulletin* and the TMR.

Panel of Neutrals (PON) Directory – updated functionality now includes search for TM mediators, dispute resolutions and detailed practitioner profiles.

Social Media – added Twitter® and LinkedIn® to INTA's growing selection of new networking tools.

Sponsorships Page – increased opportunities for Regular and Associate members to sponsor INTA events and programs.

New to
inta.org

COMMITMENT TO GOING GREEN

This year, INTA's Annual Meeting in Seattle marked a special achievement for the Association – it was the first global meeting where INTA put a premium on conserving and protecting natural resources.

INTA's commitment to reducing and replenishing natural resources was centered on diminishing its carbon footprint, and by partnering with the Washington State Convention & Trade Center (WSCTC), INTA was able to "go green" by:

- Producing a brochure printed on mixed resources paper – Forest Stewardship Council certified paper with eco-friendly soy-based ink
- On-site placement and easy access to recycling bins
- Utilization of water stations along with bottled water
- Partnering with vendors to purchase locally grown food
- Donating unused exhibition hall items to local charities instead of sending to landfills
- Using paperless evaluations
- Offering course materials and other post-meeting materials online
- Instituting a carbon credit program during the registration process
- Working with the Seattle Green Partnership to plant trees

These were just a few of the ways that INTA continued its commitment to protecting the environment and reducing unnecessary waste. INTA plans to do even more in the future.





HELPING TO ADVANCE YOUR CAREER, ONE PROGRAM AT A TIME. **EDUCATION & TRAINING**

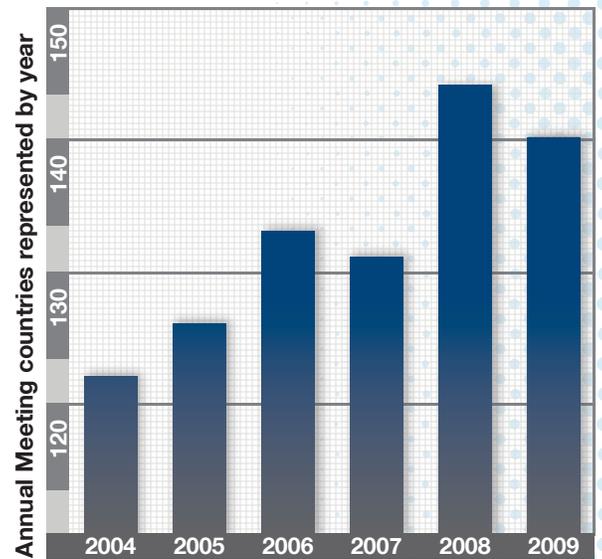
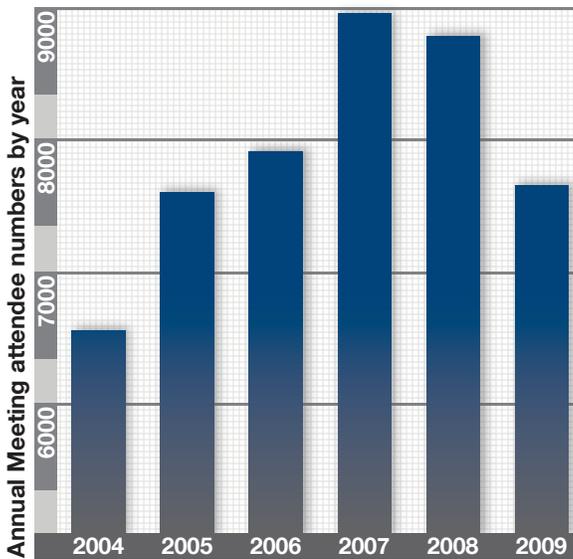


131ST ANNUAL MEETING IN SEATTLE, WASHINGTON, USA.

This year, INTA welcomed attendees from all over the world to Seattle, where magnificent scenery blended with a diverse metro center to give visitors a valuable meeting experience along with great food, entertainment and shopping. The Annual Meeting began with the black-tie Gala, a provocative keynote speech from businesswoman and brand owner Elle Macpherson, three days of educational programming, numerous networking events and receptions, and a last-day Grand Finale at the Museum of Flight which inspired awe and captured everyone's imagination.

While the continuing global economic downturn did affect attendance somewhat, the overwhelming majority of INTA members came to the Annual Meeting because they know, that even in lean times, its value is too good to pass up.

Looking to 2010, INTA will hold its 132nd Annual Meeting in the historic city of Boston, Massachusetts, USA. Known for its trademark cultural centers, universities and sports teams, Boston is sure to impress even the most seasoned traveler.



As complements to the tremendous education and networking opportunities at the Annual Meeting, INTA offered targeted, and very successful, programs throughout the year, including:

Trademark Law and the Internet, a one-day conference that welcomed Dr. Vinton G. Cerf, Vice President and Chief Internet Evangelist for Google, Inc., as the keynote speaker. The program saw a record attendance and offered IP professionals a place to learn about best practices to protect clients' interests, the Internet's effect on brands, domain name strategy, latest trends in Uniform Domain Name Dispute Resolution Policy decisions and IP issues in China.

The Next Level: INTA's New Total Immersion Program for Up-and-Coming Trademark Lawyers, a two-day program that offered a comprehensive, intermediate education program tailored for law firm associates and in-house lawyers with 3 to 8 years of experience.

Consideration for Careers in Trademark Law: A Panel Discussion for Law Students gave law students an opportunity to gain fresh insight and career advice from legal professionals. Law

students heard first-hand how to enter the trademark law field, start a career in IP, the qualifications needed to stand out to top firms and advice on how to move between working at law firms and corporations.

Creating the Perfect Partnership: In-House and Outside Counsel Relations During the Global Recession addressed the global economic downturn and offered advice on how to streamline operations, increase efficiencies and reduce budgets without losing top talent. The conference focused on what law firms can do to meet in-house counsels' expectations, what other companies and firms are doing to survive the troubled economy, and what companies are looking for from their global associates.

Trademark Valuation, Portfolio Audits and Due Diligence Roundtable, The Pre-Annual Meeting Receptions and partnerships with **ITechLaw** for the **Annual Asian Attorneys Conference 2009**, all gave INTA's members in India fresh chances to enjoy their INTA benefits and share in the extensive networking opportunities available to them.

