

The International Trademark Association (INTA) is a global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce.

In January 2014, INTA launched its 2014–2017 Strategic Plan in four major directions:

I. Protection of Trademarks

- Submitted comments on the implementing regulations and the rules for the Trademark Review and Adjudication Board, and submitted comments to the Supreme People's Court on the judicial interpretation for **China's new Trademark Law**, which entered into effect on May 1, 2014.
- Actively engaged in the **European Trademark Reform** legislative process and obtained significant improvements to the texts proposed by the co-legislators—that is, the European Parliament in February 2014 and the Council in July 2014—on various provisions, especially on counterfeit goods in transit. Negotiations on a final compromise text are ongoing and will, it is hoped, be finalized in early 2015.
- Submitted comments on the impact of **plain packaging legislation** on trademark rights in various jurisdictions considering the introduction of plain packaging, namely the EU, Ireland, South Africa and the UK.
- Joined congressional leaders in announcing the formation of the first bicameral, bipartisan **Congressional Trademark Caucus (CTC)** in the U.S. Congress. The CTC is the result of INTA's successful outreach effort to members of Congress about the negative impact trademark counterfeiting is having on economic growth, national security and the health and safety of all consumers.



Beijing, China



Canadian Parliament

- Provided input on **Canada's Bill C-31**, the omnibus budget implementation bill, which includes substantial amendments to the Trade-marks Act. The amendments will allow Canada to accede to the Madrid Protocol, the Singapore Treaty and the Nice Agreement, and they also make major revisions to the Canadian trademark system and practice. INTA subsequently submitted comments on a consultation regarding implementing regulations and will be engaged in 2015 with the Canadian Intellectual Property Office on these issues.
- Worked with the African Regional Intellectual Property Organization (ARIPO) and the Organisation Africaine de la Propriété Intellectuelle (OAPI) to improve ability and efficiency in obtaining **trademark rights in Africa**. This includes benchmarking trademark office procedures, modernizing underlying national trademark statutes and assisting in the consideration of OAPI and ARIPO's accession to the Madrid Protocol.

2014 Annual Report

- Helped to secure the establishment of adequate rights protection mechanisms (RPMs) for trademark owners in the **new gTLDs**. INTA continues to engage with ICANN as a founding member of the Intellectual Property Constituency to monitor and analyze these RPMs and to ensure that the ongoing innovation of the Internet is balanced with the need to address trademark infringement in the online environment.
 - INTA's Internet Committee has been closely following the issue of Name Collision within new gTLDs. Comments submitted to ICANN noted that the release of second-level domains (SLDs) from blocklists without first offering them to qualifying SLD holders would be a clear breach of the spirit of the RPMs.
 - As the U.S. government prepares to transition the Internet Assigned Numbers Authority (IANA) contract to another independent entity, INTA has submitted comments to ICANN and advocated for an enhanced ICANN accountability process in order to allow for community discussion to proceed in an equitable and transparent manner.
- Submitted comments to the government of Indonesia on **customs regulations**.
- Provided expertise in trademark law to courts around the world through **amicus briefs and other filings** in cases including:
 - *Ate My Heart, Inc. v. Japan Patent Office* (Supreme Court of Japan)
 - *B & B Hardware, Inc. v. Hargis Industries, Inc.* (U.S. Supreme Court)
 - *Hana Financial, Inc. v. Hana Bank* (U.S. Supreme Court)
 - *Voss of Norway ASA v. OHIM* (Court of Justice of the European Union)
 - *Procureur Général du Québec v. Magasins Best Buy Ltée et al.* (Court of Appeal Quebec, Canada)

II. Communications

- Launched the **Quarterly Global Report**, providing a regular snapshot of the Association's activities and policy developments from eight key regions around the world.
- Increased the number of **Global Advisory Councils** to eight to focus on advocacy efforts and membership growth in Africa, Asia, China, Europe, India, the Middle East, Latin America and North America.



Hong Kong IPD Peter Cheung addresses students at an Unreal Campaign event held during the 2014 INTA Annual Meeting.

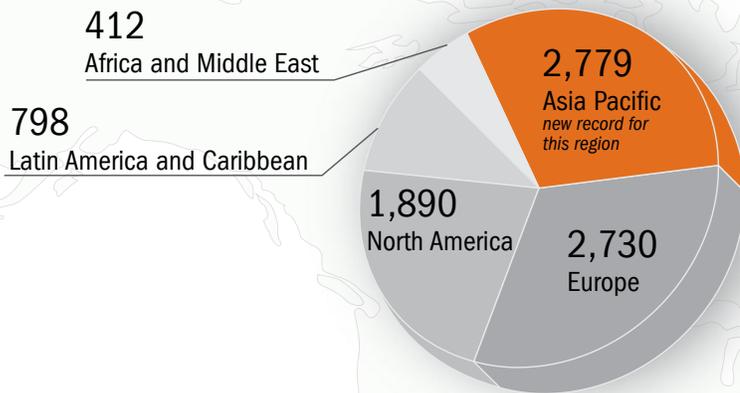
- Hosted **Unreal Campaign** student engagement sessions in Hong Kong SAR, China, Bogotá, Colombia, and Munich, Germany, the campaign's first such events in Asia, Europe and Latin America.
- Increased **social media** engagement with the Association's growing online audience. @INTA on Twitter surpassed 9,100 followers and the INTA Facebook page reached 3,500 fans. 17,500+ members contribute more than 100 new discussions to INTA's LinkedIn group every month.
 - Incorporated **dedicated Twitter hashtags** into Association events. '#INTA14,' the official hashtag for the 2014 Annual Meeting, was included in 2,682 tweets during the meeting, an average of 447 tweets per day.

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III. International Expansion

- Hosted more than 8,600 IP professionals at the **136th Annual Meeting, in Hong Kong SAR, China**, INTA's first Annual Meeting in Asia.

Regional Breakdown of Attendees:



Comparison of Attendees to Past Years:



- Among the 2014 Annual Meeting attendees were representatives from more than 65 national, regional and international IP offices, public authorities, and IP associations.
- Added more than 20 new jurisdictions to the **Country Guides online database**, bringing the total number of jurisdictions covered to more than 100.
- Sent **high-level delegations** to meet with members and government officials in:
 - Belgium
 - Brazil (including São Paulo and Rio de Janeiro)
 - China (including Beijing, Hong Kong, Shanghai and Suzhou)
 - Colombia
 - France
 - Germany
 - India (including New Delhi and Mumbai)
 - Japan
 - Mexico
 - Myanmar
 - Panama
 - Singapore
 - Spain
 - United States
- Published in *The Trademark Reporter*® the Association's first **Annual Review of European Trademark Law**, as well as a new commentary section with opinion pieces on current trademark issues.
- Signed **Memoranda of Understanding (MOUs)** and **Cooperation Agreements** with the following governmental and non-governmental organizations:
 - MOUs:** Hong Kong Intellectual Property Department (HKIPD), Superintendency of Industry and Commerce of the Republic of Colombia (SIC) and World Customs Organization (WCO).
 - Cooperation Agreements:** Asociación Interamericana de la Propiedad Intelectual (ASIFI) and Quality Brands Protection Committee (QBPC).
- Conducted more than 250 member **roundtables** in 25 countries, including the sixth annual anticounterfeiting roundtable in Lagos, Nigeria, co-hosted with the Anti-Counterfeiting Collaboration.
- Partnered with IP offices to provide **Industry Training Seminars**, which bring together INTA corporate members and trademark examiners and senior IP office staff. 2014 marked the 13th annual seminar with the USPTO (focusing on "Big Data"), the 11th annual seminar with OHIM (focusing on "Business in the Cloud") and the first industry-specific seminar with Mexico's IMPI (focusing on "Cosmetics and Pharmaceuticals").

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IV. Member Satisfaction

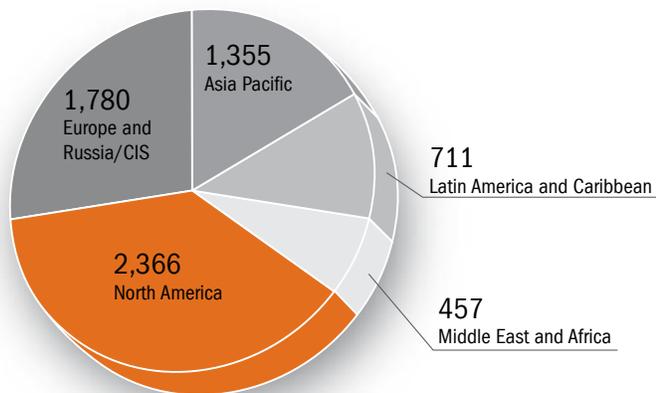
- Created three **Presidential Task Forces** to support the Strategic Plan and to examine:
 - The relationship between brands and innovation;
 - Relationship-building both inside and outside the IP community; and
 - INTA's committee structure and volunteer experience.
- Convened more than 1,350 attendees from 76 countries at INTA's **2014 Leadership Meeting, in Phoenix, Arizona**, the Association's largest Leadership Meeting to date.
- Enrolled 84 law student teams in INTA's 2014–2015 Annual **Saul Lefkowitz Moot Court Competition**.
- Presented the **2014 Ladas Award** to Shontavia Johnson, Assistant Professor at Drake University School of Law, for "Trademark Territoriality in Cyberspace: An Internet Framework" and to Paul Kossof, JD and LLM Candidate from The John Marshall Law School, for "The New Chinese Trademark Law." Both papers were published in *The Trademark Reporter*®.
- Brought together industry experts to host **live webinars** on pertinent topics, including trademark enforcement on social media and brand protection in the new gTLDs.

INTA by the Numbers

INTA's members are more than 6,600 organizations from 190 countries. They represent some 30,000 trademark professionals and include brand owners from major corporations as well as small- and medium-sized enterprises, law firms and nonprofits. There are also government agency members and individual professor and student members.

Implementing the four major strategic directions of the 2014–2017 Strategic Plan are the Association's talented and dedicated officers, board of directors, and 3,000+ volunteers, who serve on 183 different committees, subcommittees and project teams.

Membership by Region



Membership Growth



Offices: New York | Washington, D.C. | Brussels | Shanghai

Representatives: Mumbai | Geneva

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