

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 promote fair and effective commerce.

In January 2014, INTA launched its **2014–2017 Strategic Plan** with four major directions. INTA addressed each of these directions during 2015 in a number of ways:

I. Protection of Trademarks

- Submitted **comments** regarding:
 - Preliminary Issue Report on New gTLD Subsequent Procedures (Internet Corporation for Assigned Names and Numbers (ICANN), October)
 - Suggestions on Opposition Proceedings at the Indian Trade Marks Registry (Indian Trade Marks Registry, October)
 - EU Observatory Work Programme 2016 (Office for Harmonization in the Internal Market (OHIM), October)
 - Notice of Trademark Public Advisory Committee Public Hearing on the Proposed Trademark Fee Schedule (USPTO, October)
 - Request for Public Comment Regarding the Third Joint Strategic Plan for Intellectual Property Enforcement (Office of the U.S. Intellectual Property Enforcement Coordinator (IPEC), October)
 - Draft Recommendations of the 2015 Names Policy Panel (auDA, September)
 - Cross Community Working Group on Enhancing ICANN Accountability 2nd Draft Report (ICANN, September)
 - Superintendency of Industry and Commerce (SIC) of Colombia's Trademark Examination Guidelines (SIC, September)
 - Proposed ICANN Bylaws Amendments—GNSO Policy & Implementation Recommendations (ICANN, September)
 - Internet Assigned Numbers Authority (IANA) Stewardship Transition Proposal (IANA Stewardship Coordination Group, September)
 - Next-Generation gTLD Registration Directory Services to Replace Whois Preliminary Issue Report (ICANN, September)
 - OHIM Draft Guidelines for Work Package 1-2016 (OHIM, September)
 - Plain Packaging of Tobacco Products in Singapore (Ministry of Law of Singapore, September)
 - National Intellectual Property Strategy for Chile (Instituto Nacional de la Propiedad Industrial, July)



Bogotá, Colombia

2015 Annual Report



Phnom Penh, Cambodia

- o Plain Packaging of Tobacco Products Draft Legislation in France (Government of France, July)
- o Privacy & Proxy Services Accreditation Issues—Initial Report (ICANN, July)
- o Draft Certification Mark Regulations (Intellectual Property Office of Cambodia, June)
- o Consultation on Plain Packaging of Tobacco Products in Norway (Norwegian Ministry of Health and Care Services, June)
- o Legislative Proposals to Strengthen Tobacco Control (Hong Kong Panel on Health Services, June)
- o South Africa Protection, Promotion, Development and Management of Indigenous Knowledge Systems Bill, 2014 (Ms. Shumi Pango, Director-General, Department of Science and Technology, May)
- o IP Australia’s Proposals to Streamline IP Processes and Support Small Business (IP Australia, April)
- o OHIM Draft Guidelines for Work Package 2-2015 (OHIM, March)
- o Proposed Application of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks to Hong Kong SAR (Hong Kong Special Administrative Region, February)
- o OHIM Strategic Plan 2020 (OHIM, February)
- o India’s Draft National IPR Policy (Department of Industrial Policy & Promotion—IPR Think Tank, January)
- Passed **Board Resolutions** on:
 - o Restrictions on Trademark Use through Plain and Standardized Product Packaging (May)
 - o Material Differences Standard for International Exhaustion of Trademark Rights (May)
 - o Repeat Filings of Trademark Applications after Successful Opposition/Cancelation against the Same Mark Based on Prior Rights (March)
- Provided expertise in trademark law to courts around the world through the following **amicus briefs and other filings**:
 - o *Shammas v. Hirshfeld* (U.S. Supreme Court)
 - o *In re Tam* (U.S. Court of Appeals for the Federal Circuit)
 - o Australia—Measures Concerning Trademarks and Other Plain Packaging Requirements Applicable to Tobacco Products and Packaging (World Trade Organization Dispute Settlement Panel)
- Achieved the following **policy milestones**:
 - o Assisted the **Congressional Trademark Caucus (CTC)** in planning its first congressional briefing in October 2015, featuring a discussion titled “Trademarks 101.” INTA provided expert panelists who discussed trademark law basics, current issues and the role of trademarks in protecting public health and safety, with the goal of raising the profile and visibility of trademarks on Capitol Hill.



Hong Kong SAR

2015 Annual Report

- o Continued to take an active role in the **European Trademark Reform**, which was formally adopted by the European Council on November 10 and by the European Parliament on December 15, 2015. The texts were published in the EU Official Journal at the beginning of 2016. INTA will continue working on the forthcoming Implementing Regulation and will closely monitor the implementation of the Reform, in particular with regard to national legislations. In October, INTA held a webinar on the Reform with speakers from the European Commission, OHIM and the UK Intellectual Property Office, which was attended by over 200 participants.
- o Organized **Policy Dialogues** with IP offices around the globe to exchange on practices and policy matters, including in China on online counterfeiting; the Spanish Patent and Trademark Office in Madrid; with various government officials on nontraditional trademarks in Lima, Peru, Rio de Janeiro, Brazil and Mexico City, Mexico; and in São Paulo, Brazil on the role of experts in IP litigation.
- o Met with policy makers in Southeast Asia, engaging with the **ASEAN Working Group on IP Cooperation** in the lead-up to the issuing of the next ten-year plan, and signing Memoranda of Understanding (MOUs) with authorities in Vietnam and the Philippines.
- o Delivered an opening statement at the **Diplomatic Conference for the Adoption of a New Act of the Lisbon Agreement on Appellations of Origin and Their International Registration** in Geneva in May. The new Act expands the scope of the Geneva Act of the Lisbon Agreement to all geographical indications (GIs). INTA underscored its support for all forms of branding, including GIs, and expressed concern over provisions that could seriously prejudice trademark owners' rights and present certain barriers to joining the proposed Act.
- o Expanded engagement in global Internet policy issues by attending the **Internet Governance Forum (IGF)** in Brazil and the **World Summit on the Information Society (WSIS)** meeting in Switzerland.



Washington, D.C.

- o Acted as a witness in a U.S. congressional hearing to discuss **Internet governance**, including how the transition from U.S. government oversight might work and ICANN's obligation to strengthen its accountability mechanisms. INTA expressed concern about ICANN's ability to enforce its contracts, maintain open access to and accuracy of domain registrants' information and, generally, to conduct its business in a reliable and transparent manner. Proposals for the transition and accompanying accountability measures are scheduled for completion in early 2016.

II. Communications

- Published 22 issues of the **INTA Bulletin**, the Association's bi-weekly newsletter.
- Published three issues of the **China Bulletin**.
- Published Volume 2 of the **Global Report**, providing a regular snapshot of the Association's activities and policy developments from eight key regions around the world.
- Hosted **Unreal Campaign** student engagement sessions in Cartagena, Colombia; Austin, Texas, USA; Panama City, Panama; Boston, Massachusetts, USA; Bogota, Colombia; Rio de Janeiro, Brazil; San Jose, Costa Rica; Orlando, Florida, USA; New York, NY, USA; and Mexico City, Mexico.



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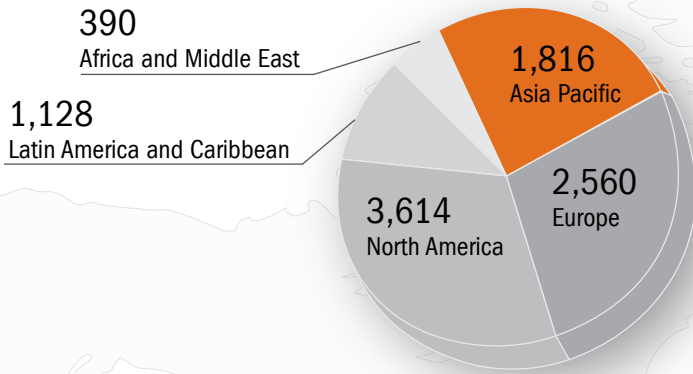
- **New committees** have been formed to help communicate the importance of trademarks and brands to the public. INTA's Brands and Innovation Committee will provide corporate members an opportunity to define and advance INTA's agenda with respect to the important interrelationship between brands and innovation, while the Building Bridges, Impact Studies, Public Relations and Unreal Committees will work together to share with the public how trademarks protect the consumer and promote fair and effective commerce.
- Increased **social media** engagement with the Association's growing online audience. @INTA on Twitter surpassed 11,100 followers and the INTA Facebook page reached 4,632 fans. More than 19,700 IP professionals engaged with INTA's LinkedIn group on a daily basis and the Association's LinkedIn page has surpassed 5,000 followers.
 - Incorporated dedicated Twitter hashtags into Association events to facilitate engagement among attendees. INTA's dedicated Twitter hashtag for the 2015 Annual Meeting was #INTA15. Activity across all major social networks before, during and after the Annual Meeting was notably higher in comparison to last year. In 2014, the #INTA14 hashtag was used 2,683 times, whereas the #INTA15 hashtag was used 4,759 times.

III. International Expansion

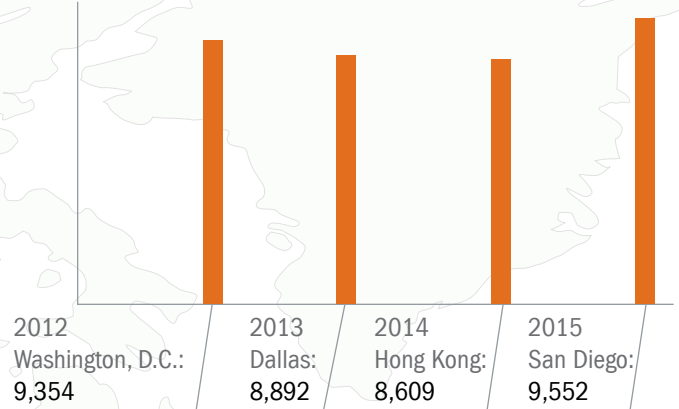
- Sent a delegation to attend the **ABPI/AIPPI World Congress** in Brazil in October for the 2015 ABPI (Brazilian Intellectual Property Association) and AIPPI (International Association for the Protection of Intellectual Property) World Congress to meet with government officials, national IP associations, chambers of commerce, commercial associations and current INTA members.
- Attended the **China Trademark Festival**, where INTA hosted the "Trademark on the Silk Road" panel, focusing on the "One Belt, One Road" economic policy.
- Sent representatives to the **ASEAN IP Association Annual Meeting, Asia Patent Attorney Association Meeting, 2nd South Pacific Lawyer's Conference, Singapore Global Forum on IP, WIPO's Heads of IP Conference, Shanghai International IP Forum** and the opening ceremony of the **IP Association of Myanmar**.
- Attended and participated in the **ASIPI Congress** in Cartagena, Colombia, in December.
- Held **meetings in Beijing** with the Supreme People's Court, State Administration of Industry and Commerce, the National Leading Group on the Fight against Counterfeiting, and **in Shanghai** with Shanghai Specialized IP Courts and Shanghai Pudong Free Trade Zone (FTZ) IP Officials, including Chief Judge Wu Xielin of the newly formed Shanghai IP Rights Court and with the IP administration of the FTZ in Shanghai Pudong.
- Hosted over 250 registrants at the Association's first **Trademark Administrators and Practitioners (TMAP)** Meeting outside the United States, in Alicante, Spain, at OHIM.
- Convened more than 1,132 registrants from 73 countries at the Association's first Leadership Meeting outside the United States, in Panama City, Panama, thereby expanding the Association's outreach internationally and strengthening its relationship with Panamanian government officials.
- Hosted 9,875 IP professionals at the 137th Annual Meeting, in San Diego, California, INTA's largest Annual Meeting to date.
 - Among the 2015 Annual Meeting attendees were representatives from more than 70 national, regional and international IP offices, IP attachés, public authorities and IP associations.

2015 Annual Report

Regional Breakdown of Attendees:



Comparison of Attendees to Past Years:



- o The educational program also included a number of government-led educational sessions organized by the Japan Patent Office (JPO), OHIM and the TM5 group of offices.
- Sent **high-level delegations** to meet with members and government officials in:
 - o Argentina
 - o Brazil
 - o Cambodia
 - o Chile
 - o China (Beijing, Shanghai and Haikou)
 - o Cuba
 - o India (New Delhi)
 - o Italy
 - o Japan
 - o Laos
 - o Panama
 - o Peru
 - o Singapore
 - o South Korea
 - o Thailand

This was INTA's first official delegation visit to Cambodia, Chile, Cuba, Laos and Peru, and its first to Argentina since 2004.

- Published the first issue of *The Trademark Reporter* (TMR) that included articles and commentaries in languages other than English, accompanied with English translations. The TMR expects to have at least one multi-language article per issue in 2016.
- Signed **MOUs** and **Cooperation Agreements** with the following governmental and non-governmental organizations:

2015 MOUs	2015 Cooperation Agreements
Judiciary of the Republic of Panama	ICC BASCAP
IP Office of the Philippines (IPOP HL)	Chamber of Commerce of Argentina
Panama Supreme Court of Justice	
Ministry of Science Technology Inspectorate of Vietnam (MOST)	
Peru's National Institute for the Defense of Competition and the Protection of Intellectual Property (INDECOPI)	
Korean Intellectual Office (KIPO)	
Italian Patent and Trademark Office	
Andean Community Court of Justice MOU	

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- Conducted more than 40 member **roundtables** in 25 countries, including an anticounterfeiting roundtable in Lagos, Nigeria, co-hosted with the Anti-Counterfeiting Collaboration, which is now in its sixth year.
- Partnered with IP offices to provide **Industry Training Seminars**, which bring together INTA corporate members and trademark examiners and senior IP office staff. 2015 included seminars on “The Internet of Things” with the USPTO; “Regulated Industries” with OHIM; and “Communications” with IMPI.

IV. Member Satisfaction

- In 2014, Immediate Past President Mei-lan Stark (Fox Entertainment Group, USA) appointed a task force to review the Association’s committee structure and function. Adopting a key outcome of the review, INTA will operate under the below revised committee structure from the 2016-2017 committee term, which expands the number of committees from 29 to 37. The twelve new committees that have been formed will work with various stakeholders within the IP ecosystem to promote the importance of brands and trademarks to the consumer.

Advocacy Group	Resources Group	Communications Group
Anticounterfeiting Committee	Academic Committee	Building Bridges Committee
Brands and Innovation Committee	Alternative Dispute Resolution Committee	Impact Studies Committee
Copyright Committee	Government Officials Education and Training Committee	INTA Bulletins Committee
Data Protection Committee	In-House Practitioners Committee	Public and Media Relations Committee
Designs Committee	Law Firm Committee	Public Information Committee
Emerging Issues Committee	Leadership Development Committee	Unreal Campaign Committee
Enforcement Committee	Pro Bono Committee	
Famous and Well-Known Marks Committee	Publications Committee	
Geographical Indications Committee	Saul Lefkowitz Moot Court Competition Committee	
Harmonization of Trademark Law and Practice Committee	Trademark Administrators Committee	
Indigenous Rights Committee	<i>The Trademark Reporter</i> Committee	
International Amicus Committee	Young Practitioners Committee	
Internet Committee		
Legislation and Regulation Committee		
Non-Traditional Marks Committee		
Parallel Imports Committee		
Right of Publicity Committee		
Trademark Office Practices Committee		
Unfair Competition Committee		

- Implemented a new membership dues structure in October, guided by member needs and following an 18-month review. The new structure allows members with multiple locations to have a more inclusive dues option that will include all of their offices and allow for more flexible dues pricing that more accurately reflects how members are adapting to the changing workplace.

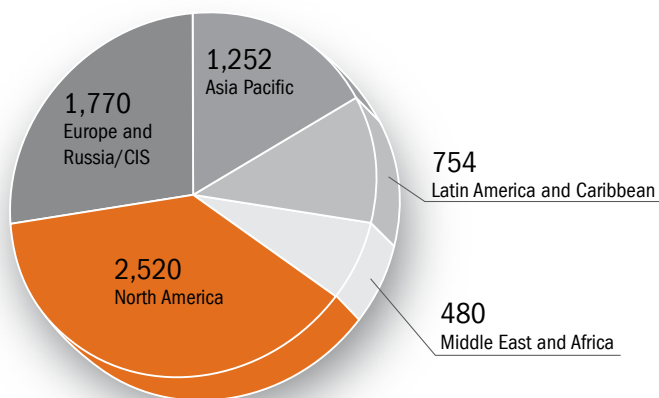
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- Enrolled 80 law student teams in INTA's 2015–2016 Annual **Saul Lefkowitz Moot Court Competition**.
- Presented the **2015 Ladas Award** to: student category winners Nellie Amjadi, Santa Clara University School of Law: "Are the First Amendment's Protections Too Big for Its Breeches?" and Jamey Minnihan, Gonzaga Law School: "Having Your Cake and Eating It Too: U.S. Treatment of Well-Known Foreign Trademarks and Its Global Market Implications," and to professor category winner Sandra Edelman, Dorsey & Whitney LLP: "Why Wait Three Years? Cancellation of Lanham Act."
- Brought together industry experts to host live **webinars** on pertinent topics, including EU trademark reform, the effects of *B&B Hardware v. Hargis Industries* on U.S. trademark practice, women and trademark law and business development and networking.
- Published eight chapters and three resource sections of **Trademark Administration** in three stages. This new online resource is designed for administrators or young practitioners and provides a thorough introduction to trademark practice and procedure. Additional chapters will be published in 2016.
- Launched **Geographical Indications, Certification Marks, and Collective Marks: An International Guide** in December in conjunction with INTA's Geographical Names Conference in Rome. This new searchable practice guide will assist attorneys in determining how geographical indications, certification marks and collective marks are protected in select jurisdictions, whether under *sui generis* or other types of law.

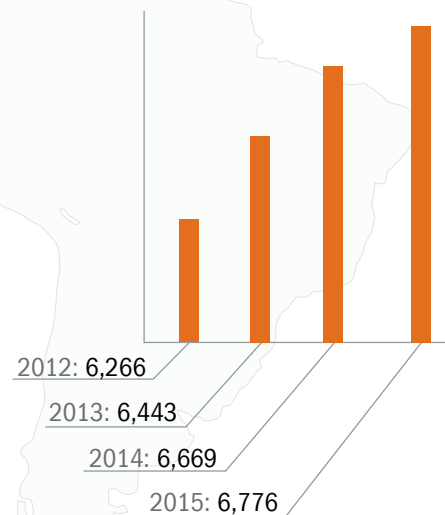
INTA by the Numbers

- INTA's members are more than 6,700 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**
www.inta.org

INTA Calendar of Events

Plan your calendar with these INTA events and stay up to date on issues that affect your trademarks—domestically, regionally and globally.

2016 Events

February 29–March 1	Designs: Into the Future—Leveraging the Value of Design Rights as Key Protection and Enforcement Tools	Singapore
March 15–16	Brands and Sports—Challenges, Counterfeits and Crisis Communications: Maintaining Brand Integrity in a Changing Landscape	New York, New York, USA
May 21–25	138 th Annual Meeting	Orlando, Florida, USA
September 1–2	Building Africa with Brands Conference	Cape Town, South Africa
September 14–16	Trademark Administrators and Practitioners Meeting	Washington, D.C., USA
November 15–18	Leadership Meeting	Hollywood, Florida, USA
December 1–2	Europe Conference: Digital Agenda	Brussels, Belgium

Learn more about INTA events, including international roundtables, networking receptions, e-Learning, academic competitions and more, at www.inta.org/programs.

Dates and topics subject to change. Contact meetings@inta.org for the latest information.

