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.

INTA’s 2014–2017 Strategic Plan includes four major directions that drive the Association's activities and have enabled INTA to expand its scope, both geographically and substantively, over the past three years. Included here are noteworthy accomplishments from 2016. While this report demonstrates the broad range of INTA's activities, it is by no means exhaustive, and readers are encouraged to visit the INTA website for further information about the Association’s activities in 2016.

I. Protection of Trademarks

Submitted 24 sets of comments on a range of policy issues to decision-making bodies across 5 jurisdictions, including:

- Implementation of the EU Customs Regulation [September]
- Proposed Amendment to .COM Registry Agreement [August]
- Response to Miscellaneous Changes to Trademark Trial and Appeal Board Rules of Practice (United States) [May]
- Amendments to the Colombian Trademark Examination Guidelines on Famous and Well-Known Marks [May]
- Issues Surrounding Section 115(4) of the Indian Trade Marks Act, 1999 (Indian Law Minister) [May]
- Anti-Unfair Competition Law (China State Council Legislative Affairs Office) [March]

Provided expertise in trademark law to courts around the world through the following amicus briefs and other filings:

- DHL Express v. EUIPO – Chronopost (WEBSHIPPING)—EU’s General Court granted INTA's request to intervene
- NantKwest, Inc. v. Lee (U.S. Court of Appeals for the Federal Circuit)
- Security University, LLC, et al. v. International Information Systems Security Certification Consortium, Inc. (supporting the petition for certiorari to the U.S. Supreme Court)
Achieved the following policy milestones:

• Collaborated with the Congressional Trademark Caucus (CTC) for several briefings about trademark education and outreach, including a discussion about counterfeit goods and holiday shopping event, with the goal of raising the profile and visibility of trademarks on Capitol Hill. INTA also collaborated with members of the U.S. Senate, including the CTC Co-chairs, to support a Senate Resolution, which the U.S. Senate passed, designating July as the National Anticounterfeiting Consumer Education and Awareness Month and recognizing the 70th anniversary of the Lanham Act following an April 2016 Senate Judiciary Committee hearing on the impact of counterfeit goods on consumer health and safety.

• Continued to take an active role in the European Trademark Reform following the publication of the final legislation in the Official Journal of the European Union in December 2015. Implementation began in March 2016, with immediate effect for most provisions of the Regulation and a three-year transition period for most provisions of the Directive. INTA has been engaged in the review process from the beginning and remains engaged in the implementation at an EU Member State level and in the adoption of the EU implementing legislation.

• Actively engaged in and supported an event where 12 regional IP offices gathered in Mexico for the first-ever Latin America IP Office Enforcement Seminar. The participating IPOs agreed to meet yearly and create an information repository.

• After discussions and proposals from the multi-stakeholder community, the oversight of names, numbers, and protocols for Internet operations transitioned from the U.S. government to the Internet Corporation for Assigned Names and Numbers (ICANN) effective October 1, 2016. INTA supported the transition and stressed the need for rights mechanisms and monitoring from the community.

• Following the UK’s decision in a June 2016 referendum to leave the European Union (Brexit), INTA assembled a Rapid Response Group that published written articles, hosted a webcast, represented INTA at relevant Brexit-related meetings, and produced a “Brexit for Brand Owners” Toolkit.

• On World IP Day (April 26), in the United States, INTA joined for the first time ever with the IP stakeholder community for a panel discussion and event on Capitol Hill, which focused on digital creativity and IP.

• Expanded engagement on global Internet policy issues by supporting the Internet Governance Forum-USA (IGF-USA) and participating in global Internet meetings.


• Supported U.S. legislation known as the Trade Facilitation and Trade Enforcement Act of 2015 (H.R. 644/S. 1269), which was signed into law.

• On December 4–7, an INTA delegation attended the XIX Work Sessions and Administrative Council of the Inter-American Intellectual Property Association (ASIP), held in Buenos Aires, Argentina, and took the opportunity to meet with government officials, local associations, and members from the region to discuss collaboration projects and current events in Latin America and the Caribbean.

• Organized policy dialogues with IP offices around the globe to exchange on practices and policy matters, including strengthening trademark laws and increasing opportunities for IP enforcement.
Sent official INTA delegations to 6 countries:

- An INTA delegation traveled to Beijing, China, in January to meet with leading government officials, academics, and representatives from Chinese corporations. The delegation met with high-level officials from the State Administration for Industry and Commerce (SAIC), the National Leading Group Office (NLGO) on the Fight Against Counterfeiting and IP Rights Infringement, and the General Administration of Customs (GAC), and with representatives from the Supreme People’s Court and the Beijing IP Courts.

- In March, an INTA delegation traveled to India, which significantly elevated the Association’s engagement with key stakeholders. The delegation met with senior representatives from the Indian Trademarks Registry, members of the Department of Industrial Policy and Promotion, the Customs Commissioner, Central Board of Excise and Customs (CBEC), the Minister of Law and Justice from the Government of India, two sitting Delhi High Court judges, and the Joint Commissioner of the Economic Offenses Wing of the Delhi Police.

- In May, INTA sent a high-level delegation to Canada in an effort to raise awareness about the harms of counterfeiting. The delegation met with government leaders in the House of Commons, the Canadian IP Office (CIPO), the Department of Innovation, Science, and Economic Development, the Minister’s Office for Public Safety, the office of the Parliamentary Secretary to the Minister of Public Safety and Emergency Preparedness, the Canada Border Services Agency (CBSA), Health Canada, the Canadian Anti-Counterfeiting Network, the Canadian Bar Association, the Canadian Chamber of Commerce, and the Intellectual Property Institute of Canada.

- In August, an INTA delegation met with IP Office of Singapore (IPOS) Chief Executive Darren Tang during Singapore IP Week. INTA continued its cooperation and collaboration with IPOS by organizing and hosting two educational panel sessions—covering 3D printing and IP management strategies in the 21st century—as part of the IP Week programing. The delegation concluded with a member reception to celebrate the launching of INTA’s Asia-Pacific Branch Office.

- A delegation led by the 2016 INTA President traveled to Japan to meet with association counterparts and authorities in Japan on October 25–26, including the Japan Patent Office (JPO), the Japan IP High Court, Customs, the Japan Trademark Association, and the Japan IP Association. INTA voiced its support for JPO’s leadership on IP in Asia and the world through its network of IP attachés, and through projects at the TM5, such as the Bad-Faith Registration Project.

- In October, INTA returned to Canada to meet with CIPO, the Prime Minister’s Office, the Parliamentary Secretary to the Minister of Innovation, Science, and Economic Development, the Parliamentary Secretary to the Minister of Public Safety, and the Royal Canadian Mounted Police. INTA discussed amendments to the Trade-marks Act, development of an IPR coordination center in Canada, establishment of a trademark caucus in Parliament, and INTA’s support of Canadian trademark strategies.

- Led the first delegation to Malaysia since the 1990s and met in Kuala Lumpur with high-level officials from the Malaysian Intellectual Property Office (MyIPO) and other government agencies, including Royal Malaysia Customs. INTA also attended the ASEAN USPTO Judges and Prosecutors Colloquium.
II. Communications

- INTA’s committees continued to work on communicating the importance of trademarks and brands to the public. The Brands and Innovation Committee provided corporate members an opportunity to define and advance INTA’s agenda with respect to the important interrelationship between brands and innovation. The Building Bridges Committee was creating new partnerships and the Impact Studies Committee helped oversee and commission key research projects. A key role of these committees is to create tools and opportunities 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 had almost 13,000 followers and the INTA Facebook page had more than 6,300 fans. Some 22,365 IP professionals engaged daily with INTA’s LinkedIn group, and the Association’s LinkedIn page surpassed 7,000 followers.
  - Incorporated dedicated Twitter hashtags into Association events to facilitate engagement among attendees, including hashtags for the 70th anniversary of the Lanham Act and the 2016 INTA Annual Meeting.

- Hosted Unreal Campaign student engagement sessions across the globe, including Africa, Asia, Europe, Latin America, and North America, with events in countries including Australia, Canada, Italy, Nicaragua, Nigeria, Singapore, South Africa, and the United States. Additionally, INTA participated in the DECA conference in Tennessee and Washington, DC.

- Published 22 issues of the INTA Bulletin, the Association’s biweekly newsletter. Transitioned the newsletter to a digital-only format.

- Published 3 issues of the China Bulletin.

- Published Volume 3 of the Global Report, providing a regular snapshot of the Association’s activities and policy developments from eight key regions around the world.
III. International Expansion

- Celebrated the 10-year anniversary of the Europe Representative Office and its work leading the Association’s advocacy initiatives and membership support throughout Europe.

- INTA registered a new Asia-Pacific Branch Office in Singapore, which will help the Association further its goals in the region by supporting local members and working with partners in government and industry to promote trademarks and protect consumers.

- INTA’s Board of Directors approved the establishment of a Latin America Representative Office in Santiago, Chile, which will open in mid-2017.

- Sent high-level delegations to meet with members and government officials in numerous countries, including:
  - Argentina
  - Belgium
  - Cambodia
  - Canada
  - Chile
  - China
  - Colombia
  - India
  - Japan
  - Laos
  - Malaysia
  - Mexico
  - Panama
  - Peru
  - Philippines
  - Singapore
  - Spain
  - Switzerland
  - United Kingdom
  - United States
  - Vietnam

- Ran a Strategic Brand Management Workshop in Mumbai, India, in March, addressing issues such as trademark protection and cross-border enforcement in India.

- Joined with leaders from 35 countries at a UN-sponsored consultation held at Windsor Castle in England. The consultation provided an opportunity for INTA to build bridges and bring an understanding of IP to a new audience.

- INTA held its first-ever conference in Africa, Building Africa with Brands, in September.

- INTA’s Board of Directors convened in Beijing in September for the Association’s first-ever Board meeting in mainland China.

- Signed a Cooperative Agreement with the Beijing Intellectual Property Protection Association (BIPPA) and the Zhongguancun Federation of Social Organizations (ZGCFSO).

- Convened the third policy dialogue with the Vietnam Ministry of Science and Technology (MOST) as part of the 2015 Memorandum of Understanding on revisions to Vietnam's well-known marks regime.

- Partnered with BASCAP to create a series of one-day anticounterfeiting workshops around the world with the theme of “Intermediaries and Rights Holders—Working Together to Stop Counterfeiting and Piracy.” The workshops were held in Beijing, China (September); Cape Town, South Africa (August); Brussels, Belgium (November); Buenos Aires, Argentina (December); and Singapore (March).
IV. Member Satisfaction

Legal Resources

- *The Trademark Reporter* published six issues in 2016, including the U.S. and EU Annual Reviews at the beginning of the year and the November-December theme issue on monetary relief.

- *Trademark Administration*, INTA's classic online training tool, added a unique chapter on “Ethics in the Trademark Arena” and a new checklist on border control measures.

- Published 2016 updates to *Country Guides* and *Practitioner's Guide to the Madrid Agreement and Protocol*.

- Published an online resource, “Expanding Your Trademark into China: An INTA Guidebook for Small and Medium Enterprises,” containing useful background information for companies contemplating entry into the Chinese market.

- An Industry Perspective Paper on Fashion Law was published in May 2016.


- INTA’s Famous and Well-Known Marks—East Asia & Pacific Subcommittee created a Quick Reference Table as an online reference.

- INTA’s Legislation and Regulation—Latin America & Caribbean Subcommittee created a “Plain Packaging in Latin America” report as an online resource.

Education

- Held a conference, *Designs: Into the Future*, in Singapore in late February, focusing on how design protection and the Asia-Pacific region are increasingly important for brand owners around the world.

- Held a *Brands and Sports* conference in March, which focused on the importance of maintaining brand integrity in the sector.

- Hosted more than 10,000 IP professionals at the 138th Annual Meeting in Orlando, Florida, which was the largest Annual Meeting in the Association’s history.

- In June, launched a “Customs Connection” webcast series that covers several industries and is available in English, Mandarin, and Spanish.

- Held the Trademark Administrators and Practitioners Meeting in Washington, DC.

- Held its 4th annual training seminar with the Mexican Institute of Industrial Property (IMPI).

- Convened 1,479 IP professionals at the Leadership Meeting in Hollywood, Florida.

Competitions

- Enrolled 76 teams from 54 law schools in INTA’s 2015–2016 Annual Saul Lefkowitz Moot Court Competition.


- Presented the Pattishall Medal for Teaching Excellence to Dr. Annette Kur, Professor of Intellectual Property and Competition Law at the Max Planck Institute for Innovation and Competition.
• INTA’s members number more than 7,000 organizations from 190 countries. They represent some 31,000 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.

Speednetworking at the Annual Meeting in Orlando, FL.

Susan Kawaguchi from Facebook Inc. (USA), the 10,000th registrant at the Annual Meeting was congratulated by 2016 INTA President Ronald van Tuijl and INTA CEO Etienne Sanz de Acedo.

• 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 200 different committees, subcommittees, and project teams.

Membership by Region

- North America: 2,737
- Latin America & Caribbean: 739
- East Asia & Pacific: 1,020
- European Union: 1,471
- Middle East and Africa: 490
- Europe: Non-European Union: 242
- South Asia: 222
- Europe: Russia & CIS: 99

Membership by Region
**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.

**2017 Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>February 6-7</td>
<td>Anticounterfeiting Conference: Staying Ahead of the Curve</td>
<td>Hong Kong SAR, China</td>
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<tr>
<td>February 8</td>
<td>Free Trade Zones Workshop: Commerce vs. Counterfeits</td>
<td>Hong Kong SAR, China</td>
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<td>March 15</td>
<td>2017 India Workshop: Building Aspirational Brands</td>
<td>India</td>
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<tr>
<td>March 21</td>
<td>Free Trade Zones Workshop: Commerce vs. Counterfeits</td>
<td>New York, NY, USA</td>
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<tr>
<td>March 22-23</td>
<td>Brands and Fashion Conference</td>
<td>New York, NY, USA</td>
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<tr>
<td>April 19</td>
<td>Free Trade Zones Workshop: Commerce vs. Counterfeits</td>
<td>Dubai, United Arab Emirates</td>
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<tr>
<td>May 20–24</td>
<td>139th Annual Meeting</td>
<td>Barcelona, Spain</td>
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<tr>
<td>September 17–19</td>
<td>TMAP Meeting</td>
<td>New Orleans, LA, USA</td>
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<td>October 2–3</td>
<td>The Changing Landscape of Latin America</td>
<td>Cartagena, Colombia</td>
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<td>October 4</td>
<td>Free Trade Zones Workshop: Commerce vs. Counterfeits</td>
<td>Cartagena, Colombia</td>
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<td>November 7–10</td>
<td>Leadership Meeting</td>
<td>Washington, DC, USA</td>
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<td>November 29</td>
<td>Free Trade Zones Workshop: Commerce vs. Counterfeits</td>
<td>Berlin, Germany</td>
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<tr>
<td>November 30–December 1</td>
<td>Brand Authenticity: How Sustainability, Responsibility, and Integrity Impact Your Bottom Line</td>
<td>Berlin, Germany</td>
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Learn more about INTA events, including international roundtables, networking receptions, e-Learning, academic competitions, and more, at [www.inta.org/programs](http://www.inta.org/programs).

Dates and topics subject to change. Contact [meetings@inta.org](mailto:meetings@inta.org) for the latest information.