Non-Profit Organizations Have Much to Gain from Membership in INTA

What is the International Trademark Association (INTA)?
We are a non-profit organization dedicated to the support and advancement of trademarks and related intellectual property as elements of fair and effective commerce.

Does INTA have non-profits as members?
Our members include both for-profit and non-profit organizations. As a non-profit ourselves, we have a special appreciation for the trademark concerns of non-profits. We recognize that non-profits have limited resources, and we have many resources available to our non-profit members to help them enforce and protect their trademark rights. And we know that to non-profits, trademark rights protection provides a valuable tool to protect their names and reputations.

Do non-profits have to pay the same membership dues as for-profit organizations?
Recognizing the tight budgets faced by many non-profits, we offer reduced fees—for both membership dues and meeting registrations—to non-profit members.

Do non-profits have the opportunity to connect with other non-profits through INTA?
INTA is committed to building a community of non-profits. All of our non-profit members are part of INTA's Non-Profit Group. We invite all members of the Non-Profit Group to participate in networking opportunities where they can connect with each other. Networking opportunities include the INTA annual meeting, trademark administrators’ conference, leadership conference, on quarterly calls, and at periodic roundtable discussions. In addition to interacting with other non-profits from around the world, you also will have opportunities to connect with law firm attorneys from around the world who focus on non-profit issues.

Does INTA have resources designed specifically for non-profits?
We develop resources aimed specifically at the trademark needs of non-profits. In fact, we have a committee dedicated solely to addressing the needs of non-profit members, aptly titled the INTA Non-Profit Committee. The Non-Profit Committee’s mission is to give non-profits tools to enhance and protect their names and reputations by providing best practices resources. The committee currently is focusing on developing the following materials:

- White papers addressing why trademarks are important to non-profits and why the investment in trademarks is worthwhile;
- Guidelines for triaging brand protection;
- Template language for trademark misuse by members and donors;
- Marketing and advertising guidelines for use, with particular attention to topics such as cause marketing and the right of publicity.

How can nonprofit organizations get involved in INTA?
Contact Peg Reardon at preardon@inta.org or 212.642.1772 and she can put you in touch with a non-profit member who can share how they benefit from being involved with INTA.