Why are trademarks important?
Trademarks play an essential role in protecting consumers and in promoting global economic growth.

• Trademarks promote freedom of choice and enable consumers to make quick, confident, and safe purchasing decisions.
• Trademarks and other IP encourage vibrant competition, which benefits consumers, job holders, brand owners, and society at large.
• Recent government reports published in Europe and the United States demonstrate how IP-intensive industries contribute an average of 40% to their respective GDP (gross domestic product) values.
• IP supports millions of jobs across multiple industries. These jobs have wages that are notably higher than in non-IP industries—46% higher in the European Union (EU) and the United States.

INTA Impact Studies
INTA’s Impact Studies Committee (ISC) commissions and coordinates research projects and studies on behalf of the Association.

• INTA commissioned the New gTLD Cost Impact Survey (May 2017) to determine the impact of the new gTLD program on trademark enforcement.
• Commissioned by INTA and ICC-BASCAP, The Economic Impacts of Counterfeiting and Piracy (February 2017) examines the scope of counterfeiting and piracy in international trade. The report provides estimates on the wider social and economic impacts on displaced economic activity, investment, public fiscal losses, and criminal enforcement.
• INTA and ASIPI collaborated on Trademarks in Latin America: A study of their economic impact in five countries in the region (December 2016) to determine the impact of trademark-intensive industries on the economies of Chile, Colombia, Mexico, Panama, and Peru. The study focuses on trademarks’ contribution to the GDP, external trade, tax revenue, foreign direct investment, and job creation, employment, and wages.

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

• Membership: INTA’s members are more than 7,000 organizations from 190 countries. INTA members collectively contribute almost US $12 trillion / €8.8 trillion / ¥73 trillion to global GDP annually. For comparison, the 2015 annual GDP of the top three markets was $10.9 trillion (China), $16.2 trillion (European Union), and $17.9 trillion (United States). INTA’s member organizations 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 as well as individual professor and student members.
• Global presence: INTA undertakes advocacy work throughout the world and offers educational programs and informational resources of global interest. The Association has headquarters in New York City; offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C.; and representatives in Geneva and New Delhi.

2014–2017 Strategic Plan

1. Protection of Trademarks
   • Promoting harmonization
   • Protecting marks on the Internet

3. International Expansion
   • Allowing more targeted advocacy and expanding educational programs
   • Fostering meaningful participation from international member volunteers

4. Communications
   • Explaining benefits of trademarks and IP for consumers, national economies, and society at large
   • Stating INTA’s policy positions to members and other stakeholders

4. Member Satisfaction
   • Promoting the value of volunteer participation to corporate and firm decision-makers
   • Developing opportunities for volunteers to contribute to INTA and further their careers

INTA’s Strategic Plan has four directions:

The 2018–2021 Strategic Plan will be presented during the 2017 Annual Meeting Opening Ceremony and publicly available on inta.org directly after the ceremony has concluded.

Volunteer Involvement: To implement the Strategic Plan, more than 3,000 talented and dedicated volunteers serve on INTA’s nearly 200 different committees, subcommittees, and project teams. The Association’s committees form three major groups:

• Education and Services
• Policy Development and Advocacy
• Law & Practice Resources

Committee selection for the 2018–2019 term will take place in summer 2017.

Except for a few limited categories, INTA membership is not by individual but by organization. Every employee at a member organization’s location can take advantage of member benefits and can volunteer for a committee, project team, or other service opportunity.
Policy Development and Advocacy

Recent Comments and Testimony submitted on:

- Canada Plain Packaging Bill S-5 (Canada Senate Standing Committee on Social Affairs, Science and Technology—April 2017)
- Draft Unfair Competition Law (National People’s Congress of China—March 2017)
- Amendment Draft of Tobacco Hazards Prevention Act (Taiwan Ministry of Health—March 2017)
- Study on Moral Rights of Attribution and Integrity (U.S. Copyright Office—March 2017)
- Draft Tobacco Products Control Act (Thailand National Legislative Assembly—February 2017)
- Modifications to the Draft E-Commerce Law (National People’s Congress of China—January 2017)
- Proposed Singapore Registered Designs Regime (IPOS—December 2016)
- Proposed Amendments to Philippines IP Code (IPOPHL—November 2016)
- Lanham Act Re-Codification (United States Congress—October 2016)
- USPTO Proposed Expungement Proceedings (USPTO—October 2016)

Recent Amicus Briefs filed:

- On December 16, 2016, INTA submitted an amicus brief to the Supreme Court of the United States in the case of Lee v. Tam. This case covers a matter of great importance to INTA’s membership: the registrability of trademarks under U.S. trademark law, otherwise known as the Lanham Act. The Lanham Act, including provisions governing trademark registrations, must be consistently applied, but the “may disparage” provision of Section 2(a) of the Lanham Act has been inconsistently interpreted and applied. INTA’s brief asserts that the Court should rule that the “may disparage” provision of Section 2(a) of the Lanham Act, as drafted, is unconstitutional.

- On October 19, 2016, INTA filed a brief in the matter of ISC2 v. Security University in support of Security University’s petition for certiorari asking the U.S. Supreme Court to review the Second Circuit’s decision. The case concerns the issue of determining nominative fair use through a new test developed by the Second Circuit considering the eight factors or “digits” of confusion set forth in Polaroid, in conjunction with three additional nominative fair use factors. INTA’s brief urges the Court to examine the multicircuit split on this issue to decide (1) whether to recognize the doctrine of nominative fair use; (2) what the test for nominative fair use should be; and (3) whether nominative fair use should be treated as an affirmative defense or should be evaluated as part of the likelihood of confusion analysis as part of the plaintiff’s case-in-chief.

- On September 13, 2016, INTA filed an amicus brief with the U.S. Court of Appeals for the Federal Circuit in the matter of NantKwest, Inc. v. Lee. INTA advocates that the U.S. Supreme Court should uphold the decision of the Eastern District of Virginia, that an applicant seeking federal district court review of a determination by the Patent Trial and Appeal Board not be required by 35 U.S.C. § 145 to pay attorneys’ fees to the Patent and Trademark Office as part of the “expenses” of that proceeding.

Recent Board Resolutions passed:

- Dependency Period of International Trademark Registrations under Madrid Protocol (March 2017)
- Hague Agreement Concerning the International Registration of Industrial Designs (November 2016)
- Restrictions on Trademark Use through Plain and Standardized Product Packaging (May 2015)

Recent Achievements:

- Latin America and Caribbean Representative Office: In May 2017, INTA officially opened a regional office in Santiago, Chile. The Association celebrated the occasion with a reception in Santiago. Among the attendees were representatives from IP offices from across the region, INTA members, and invited guests. The office will support INTA members across Latin America and the Caribbean, as well as those abroad, with business interests in the region.
  
  - Second Annual Forum on Promoting IPR Enforcement Policy in Latin America: The opening of the Latin America and Caribbean Representative Office was followed by a two-day seminar featuring 13 IP offices from across Latin America and the Caribbean. The event concluded with the drafting of a working document of recommendations and best practices on increasing the IPR enforcement on a regional and national scale.

- World IP Day: INTA celebrated World IP Day with official events in India, Indonesia, and the United States, and with Unreal Campaign engagement activities in Singapore, Vietnam, and the United States, reaching approximately 500 students directly.
  
  - In India, INTA participated in the National IPR Conference on the “Expanding IP Ecosystem in Industry” and attended the National Intellectual Property Awards ceremony, which recognizes people and organizations that have contributed to the country’s intellectual capital and helped to create an ecosystem that boosts creativity and innovation.
In Indonesia, the Association sponsored and participated in a trademark examiners training program, focused on well-known and nontraditional trademarks.

In the United States, INTA President Joe Ferretti spoke on a USPTO panel alongside representatives from the World Intellectual Property Organization (WIPO), the U.S. Chamber of Commerce’s Global Intellectual Property Center, and the American Intellectual Property Law Association (AIPLA).

**March 2017 India Delegation:** This year’s annual delegation visit to Mumbai and New Delhi included meetings with the Controller General of Patents, Designs, and Trademarks, the Department of Industrial Policy and Promotion (DIPP), the Customs Commissioner, Central Board of Excise and Customs (CBEC), several judges from the Supreme Court of India and the Delhi High Court, and the IP attachés of Japan, the EU, Germany, France, and the United States. The delegation concluded with a Pre-Annual Meeting Reception.

- During the delegation visit, INTA and the Federation of Indian Chambers of Commerce and Industry (FICCI) hosted a workshop in New Delhi that brought together around 45 experts from the fields of information technology and IP, representatives from Indian Customs and DIPP, and brand owners.

- ICANN58: More than 35 INTA members attended ICANN58 in Copenhagen in March 2017. Discussions focused on rights protection mechanisms, subsequent rounds of new gTLDs, and ICANN’s ongoing transparency and accountability reforms. INTA members, ICANN community leaders, and government representatives had the opportunity to meet informally at an outreach event co-hosted by INTA and the Brand Registry Group.

- **Senate Open Caucus on Countering Counterfeits:** In March 2017, INTA participated in an Open Caucus in the Canadian Parliament on Countering Counterfeits. The purpose of the caucus was to discuss how counterfeiting is affecting Canadian consumers and how the Canadian government can improve its IP regime. Representing INTA, INTA CEO Etienne Sanz de Acedo provided an overview of the issue, touched upon some of the specific challenges for Canada, and proposed amendments to the Canadian Trade-Marks Act.

- **Customs Connection Webcast Series:** In February 2017, INTA expanded its Customs Connection webcast series with the publication of videos covering consumer electronics, energy, and sports. The series provides customs agents with access to training videos produced and recorded by some of the most recognized brand owners worldwide. The first three webcasts focused on the fashion, personal care, and pharmaceutical industries and are available in English, Mandarin, and Spanish.

- **Participation in the Association of Southeast Asian Nations (ASEAN) Working Group on IP Cooperation:** On February 15, 2017, INTA attended the ASEAN Working Group on IP Cooperation. The purpose of this working group is to continue discussions of the ASEAN IPR Action Plan for 2016–2025. During the meeting, INTA Board member Louis CHAN (P&G Singapore) presented on cooperation opportunities at the 52nd Meeting in Vientiane, Lao PDR.

- **Trademarks 101 for Small Businesses Roundtable:** In January 2017, INTA and the Global Intellectual Property Center (GIPC) of the U.S. Chamber of Commerce hosted a trademarks and small business roundtable at the Delaware State Chamber of Commerce in Wilmington, Delaware. Senator Chris Coons (D-DE), who serves as the Congressional Trademark Caucus (CTC) co-chair, and a panel of trademark experts addressed over 70 Delaware business owners. The event provided an opportunity for attendees to connect with experienced trademark practitioners and to learn more about what trademarks and brands mean for their enterprises.

- **India’s IPR Awareness Campaign for Children:** In January 2017, INTA partnered with the Department of Industrial Policy and Promotion (DIPP) through the Cell for IPR Promotion and Management (CIPAM) in India to launch an IP awareness campaign. The campaign aims to educate students in grades 5 through 10 on the various forms of intellectual property through a 40-minute presentation. This project is a significant step for INTA in India and indicates the Association’s commitment to the Indian government’s efforts in meeting the objectives of the National IPR Policy.

- **UKIPO Brexit Meetings:** In September, the UK Intellectual Property Office (UKIPO) held a series of three meetings with representatives from various bodies concerned with IP protection in the UK following the “Brexit” referendum vote. INTA was represented by local members at the discussions, which focused on the recognition of patent, trademark, and design attorneys and lawyers before EU courts and tribunals; the impact on EU and UK unregistered design rights; and the impact on UK and EU registered trademark and design rights.

- **INTA Brexit Rapid Response Group (RRG):** A Brexit-focused RRG was formed in June 2016 to advise INTA following the UK Referendum. The RRG has initiated a series of actions, including an article in the INTA Bulletin, a webcast, a Brexit brands toolkit, and meetings with key stakeholders in London, including corporate representatives and the UKIPO. INTA, led by the RRG, will continue monitoring the subject and informing its members on the potential implications of Brexit on IP to help them anticipate upcoming changes.

- **INTA’s Brexit Brands Toolkit: Preparing Brand Owners for Brexit.** Drafted by INTA’s Brexit RRG as a guide for brand owners to use during the Brexit process, this toolkit includes a checklist that can be used as a briefing note to your general counsel or your company’s board on the key issues regarding brands and on the need to allocate sufficient resources to prepare your company’s brands for Brexit.
**Education**

INTA’s Annual Meeting is the world’s largest meeting of trademark and brand protection professionals. Over 10,000 registrants are expected to attend the 2017 Annual Meeting, which will take place in Barcelona, Spain (May 20–24). This will be INTA’s third Annual Meeting to take place in Europe and the fourth outside North America.

INTA holds two other yearly meetings:

- **Leadership Meeting:** INTA volunteer leaders gather to advance the Association’s objectives and goals. Washington, D.C. (November 7–10, 2017)
- **Trademark Administrators and Practitioners Meeting:** New Orleans, Louisiana (September 17–19, 2017)

INTA hosts topical conferences for the IP and business community. The following conferences will take place in the remainder of 2017:

- **The Changing Landscape in Latin America** (Cartagena, Colombia—October 2–3, 2017)

**Free Trade Zones Workshop Series:**

During 2017, INTA is hosting a series of one-day workshops to provide a forum for brand owners, free trade zone authorities, government officials, and other key stakeholders to share their concerns and best practices, and to work together toward solutions to combat the ongoing threat of counterfeiting in free trade zones. Upcoming workshops will take place in Dubai (September), Cartagena (October), and Berlin (November).

**Legal Resources**

INTA membership gives everyone in a member office access to all of INTA’s Member Resources, including seven multijurisdictional searchable practice guides, fact sheets, Practitioners’ Checklists, Industry Perspectives papers, and the INTA Bulletin. Highlights include:

- A new Free Trade Zones fact sheet is available, offering a concise Q&A about what FTZs are and how they affect brand owners.
- **The Trademark Reporter**’s March–April issue features the Annual Review of EU Trademark Law. This year’s theme issue (November–December) will focus on fashion and related topics, such as luxury brands and goods.
- **Enforcement: An International Litigation Guide** launched at the 2016 Leadership Meeting. It includes information on the many facets of trademark litigation. More than 40 jurisdictions are covered, with more to come.
- The latest updates for **Trademark Cancellations: International Practice and Procedures and International Opposition Guide: Comparative Practice and Procedure** are now live.

**Unreal Campaign**

The Unreal Campaign aims to educate teenagers (ages 14–18) about the importance of trademarks and the dangers of counterfeit goods. Led by the Unreal Campaign Committee, in 2017 INTA has hosted over 15 events in 12 countries around the world. Learn more and get involved.

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This update: May 2017

Next update: September 2017