Sponsorship Opportunities for the Unreal Campaign

The Unreal Campaign has reached more than 800 high school students in the United States since launching in May 2012. The Unreal Campaign aims to educate youth on the value of trademarks and importance of buying genuine products. Unreal sponsors will help support Unreal’s awareness activities in INTA’s Hong Kong Annual Meeting, development of digital content, like video blogs, to target information to teens, and organization of student engagement session events to maximize outreach. Unreal sponsors will also be recognized by IP industries, government and academic community for their commitment in the education of IP rights.

Unreal in INTA Annual Meeting in Hong Kong

The Unreal Campaign will be partnering with the Intellectual Property Department of the Government of the Hong Kong Special Administrative Region to host a student engagement session on Tuesday, May 13 to educate them about trademarks and counterfeiting. Approximately 100 students are expected at the session that is designed for in depth discussion and presentations about trademarks and counterfeiting. Please visit www.inta.org/unrealcampaign for more information and watch interviews from the student session held in INTA’s Dallas Annual Meeting.

UNREAL CAMPAIGN PLATINUM SPONSOR

Benefits for Sponsor:

At INTA Annual Meeting Hong Kong

- Session speaker opportunity at Unreal student session at Annual Meeting.
- Unreal related media exposure.
- Educational product display at Unreal Exhibit showcase at INTA booth at the Exhibition Hall.
Educating teens on the dangers of counterfeits.

- Recognition as the Unreal Sponsor in the on the INTA and Unreal websites for one year.
- Logo recognition on signage.
- Two (2) tickets to the INTA Gala.
- Unreal Sponsor ribbons for all attendees from the company/firm.
- Opportunity to give one giveaway item to students at the student session.

Throughout 2014
- One full registration to one of INTA’s international conference\(^1\) in 2014:
  - Trademarks and the New Internet – September 18-19, San Francisco, CA, USA
  - Overlapping Trademark Rights Conference – December 9-10, Munich, Germany
- Recognition, including in signages and presentations, as Unreal sponsor and speaking opportunities at Unreal events and activities in 2014 (Exhibit booth at US Patent and Trademark Expo in Fall 2014, Phoenix student engagement session and other student engagement session events).
- Recognition as Unreal sponsor in Unreal informational/promotional video targeted at IP community and Unreal pamphlet targeted at teens.
- Recognition as Unreal sponsor in seven (7) monthly video blogs targeted at students starting in May 2014 to December 2014 (total 7 blogs).

UNREAL CAMPAIGN SESSION GOLD SPONSOR  
US $8,000

Benefits for Sponsor:

At INTA Annual Meeting Hong Kong
- Unreal related media exposure.
- Product display at Unreal Exhibit showcase at INTA booth at the Exhibition Hall.
- Recognition as the Unreal Sponsor in the on the INTA and Unreal websites for one year.
- Logo recognition on signages.
- One (1) ticket to the INTA Gala.
- Unreal Sponsor ribbons for all attendees from the company/firm.
- Opportunity to give one giveaway item to students at the student session.

Throughout 2014
- Recognition as Unreal sponsor at Unreal events and activities in 2014 (Exhibit booth at US Patent and Trademark Expo in Fall 2014, Phoenix student engagement session and other student engagement session events)
- Recognition as Unreal sponsor in Unreal informational/promotional video targeted at IP community and Unreal pamphlet targeted at teens.
- One full registration to one of INTA’s international conference\(^2\) in 2014:
  - Trademarks and the New Internet – September 18-19, San Francisco, CA, USA
  - Overlapping Trademark Rights Conference – December 9-10, Munich, Germany
- Recognition as Unreal sponsor in four (4) monthly video blogs targeted at students starting in May 2014 to December 2014.

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\(^1\) INTA Conferences include any major regional or international INTA event except for INTA Annual Meeting, INTA Leadership Meeting and the Trademark Administrators & Practitioners Meeting.

\(^2\) Ibid.
Educating teens on the dangers of counterfeits.

**UNREAL CAMPAIGN SESSION SILVER SPONSOR**

US $5,500

**Benefits for Sponsor:**

- Unreal related media exposure.
- Product display at Unreal Exhibit showcase at INTA booth at the Exhibition Hall.
- Recognition as the Unreal Sponsor in the on the INTA and Unreal websites for one year.
- Logo recognition on signages.
- Unreal Sponsor ribbons for all attendees from the company/firm.
- One full registration to one of INTA’s international conference in 2014:
  - Trademarks and the New Internet – September 18-19, San Francisco, CA, USA
  - Overlapping Trademark Rights Conference – December 9-10, Munich, Germany
- Recognition as Unreal sponsor in Unreal informational/promotional video targeted at IP community and Unreal pamphlet targeted at teens.
- Recognition as Unreal sponsor at Unreal events and activities in 2014 (Exhibit booth at US Patent and Trademark Expo in Fall 2014, Phoenix student engagement session and other student engagement session events)

**UNREAL CAMPAIGN SESSION BRONZE SPONSOR**

US $4,500

**Benefits for Sponsor**

- Logo recognition in video blogs targeted at teens developed throughout 2014 (May to November).
- Unreal related media exposure at Hong Kong Annual Meeting.
- Recognition as Bronze sponsor in Unreal and INTA website for one year.
- Product display at Unreal Exhibit showcase at INTA booth at the Exhibition Hall.
- Logo recognition on signages at Annual Meeting.
- Unreal Sponsor ribbons for all attendees at Annual Meeting from the firm.

**Contact:** Candice Li, External Relations Manager, Anticounterfeiting ([cli@inta.org](mailto:cli@inta.org)) or Paula Lee, Manager, Exhibitions & Sponsorship ([plee@inta.org](mailto:plee@inta.org)).

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3 INTA Conferences include any major regional or international INTA event except for INTA Annual Meeting, INTA Leadership Meeting and the Trademark Administrators & Practitioners Meeting.
Educating teens on the dangers of counterfeits.

Today's Date: ______________________

Organization: ________________________________________________________________

Contact Person: _________________________________________________________________

Mailing Address: _______________________________________________________________

City: ______________________________ State: ____________ Zip Code: ________________

Phone: ___________________________ Fax: __________________________ URL: ___________________

Email Address: ________________________________________________________________

Payment:  □ Check (Make check payable to International Trademark Association)

□ AMEX □ DISCOVER □ MASTERCARD □ VISA

Total Amount: _______________ Sponsorship: ________________________________

Card Number: _____________________ Exp. Date: ______________ CVV #: _____________

Name of Card Holder: __________________________________________________________

Unreal Sponsor

International Trademark Association

Authorized Signature _____________________________ Paula Lee, CMP
Print Name: ______________________________ Manager, Exhibition and Sponsorship
Title: ___________________________________________ Date: ____________________
Phone: _______________________________ Contact Name: Paula Lee, CMP
Email: ______________________________ plee@inta.org +1-212-642-1721

Sponsorship Terms: By completing, executing and returning this Application to INTA, you agree to the terms of the Sponsor Program including Rules and Regulations, Payment Schedules, Proposals and Agreements. Sponsorships are not considered secured until INTA has received full payment and countersigned this agreement.

All communications regarding sponsorship should be directed to Paula Lee, CMP
Email: plee@inta.org Direct Phone: +1-212-642-1721 Fax: +1-212-768-7796