Madrid System set to expand

In the past month the Madrid System for international trademark registration received a big boost with the Philippines joining in April and Colombia and Mexico on the cusp of becoming members.

On March 28, the Constitutional Court in Colombia ruled that the law approving the country’s accession was enforceable, rather than the last step in the process. An official was later quoted as saying the instrument of accession would be deposited with WIPO in June. Designations would then become available three months later.

On April 25, the Mexican Senate unanimously voted to approve the legislation that will allow it to join. And the following week the Philippines said it had deposited its instrument of accession with WIPO.

The last countries to join the Madrid System were Israel and Kazakhstan in 2010, and before that Liberia in 2009 and Portugal in 2011.

A mission to educate

This year’s INTA President hopes to use his term to counter what he refers to as widespread “anti-IP sentiment.” Gregg Marrazzo, who is Senior Vice President and Deputy General Counsel at The Estée Lauder Companies, manages a portfolio of 21,000 trade marks covering more than 25 brands. In an interview with the INTA Daily News, he talks about how controversy over the Stop Online Piracy Act (SOPA) and Protect IP Act (PIPA) risks giving intellectual property a permanently negative connotation.

“That’s not going to change anytime soon, and INTA is really uniquely situated to address some of those concerns,” he says.

Marrazzo, whose wife owns a small business, says “your brand is the way you communicate” and stresses that INTA has the opportunity to educate the public. “Underneath all this, I really do believe that the vast majority of people would say that copying someone’s intellectual property is wrong,” he says, adding: “So the question is, how do we provide people with the facts? And I think that is what we need to address.”

Interview with Gregg Marrazzo: pages 4-5

More about INTA’s work in Washington: page 3

INTA campaign targets teens

On Tuesday, INTA will unveil a consumer awareness campaign aimed at educating teenagers about the potential harms and risks of counterfeit goods. It’s an Association-wide and long-term goal to expand the program to other parts of the world. For now, the campaign is focused on 14-18 year-olds in the U.S.—an important age group, says Jessica Tuquero, INTA’s Communications Manager. “Their purchasing power is just developing,” Tuquero adds. “They’re going to be the next generation of consumers. It’s the perfect age to reach them and arm them with as much information on this issue so the next time they’re approached by counterfeiters, they understand what’s at stake.”

INTA teamed up with marketing firm AMP Agency to gauge how teens perceived counterfeit goods through focus groups in New York and Boston. Teens from other cities including Los Angeles, Chicago and Atlanta completed assignments and questionnaires to let INTA know how to best educate their peers. “One of the most interesting things is that they prefer peer-to-peer information,” Tuquero says. “They appreciate their peers’ opinions and feedback. They responded negatively against any celebrity spokesperson. The teens suggested they would best learn through ads, video diaries and simulations of buying counterfeit products.

Through the research, INTA learned the following: social media is a source of information and influence for teens, the counterfeit goods they cited most were fashion and electronics, and many of them had either bought or knew someone who had bought counterfeit products. “At first, we didn’t see any remorse from the teenagers about buying counterfeit goods. There’s a perception out there that it’s a victimless crime,” Tuquero says. “But once we educated small groups about some harmful effects of counterfeit goods, they understood it a bit more and said they wanted to think twice before buying counterfeit goods.”

The campaign will reach teens through social media and partnerships with educators. At Tuesday’s press conference, INTA President Gregg Marrazzo will deliver remarks. High school students from the Washington, D.C. area will also attend.
Features for 2012

INTA has developed several new features and programs for members. Here are some of the things the Association has in store.

INTA-TV
When INTA-TV debuted at the Annual Meeting last year in San Francisco, it was an experiment. INTA Communications Manager Jessica Tuquero says the Association wanted to see how attendees would respond to the dedicated TV channel. “It got great attendee feedback,” she says. “People thought it was interesting and that it was fun to watch what had happened the day before.”

This year, INTA-TV reporters will have more room for creativity. Attendees should expect more in-depth interviews, particularly with government officials.

INTA-TV will be aired throughout the Walter E. Washington Convention Center, the hotels affiliated with the Annual Meeting, on the INTA website, and INTA’s YouTube channel at INTA TV.

Social media
Attendees can stay updated on the Annual Meeting through INTA’s various social media accounts. For interesting tidbits on the ground, room changes and announcements, attendees should visit INTA on Facebook, Twitter and LinkedIn. The Annual Meeting’s hashtag on Twitter is #INTADC, which will ensure everyone’s tweets will show up at the site’s hospitality area.

Portal
The INTA portal holds the course materials and speaker bios for all of the sessions. For the first time ever, the attendee directory is entirely online this year and may be accessed at the portal. A new feature will show when attendees have checked in at registration. A copy of the final program, with all of the room names, floor plans and DC sites, is also online. “It’s a one-stop shop for all of the information they’ll need in DC,” says INTA program development manager Sarah Bourke O’Connell.

INTA app
Accessible on iPhone, Android and BlackBerry devices, the INTA app contains everything from the full schedule with all of the sessions and receptions, to the attendee directory. A new feature this year allows attendees to make their own personal schedules, with client meetings and dinner dates, on the app.

INTA store
Launched in January, the INTA store has available for purchase T-shirts, caps, tote bags, polos and jackets. Attendees may place orders at the INTA booth, where the 2012 Annual Meeting T-shirt will be available onsite. To spread the message, a photo contest is encouraging members to take pictures of themselves doing their favorite activities while wearing INTA gear. “We want to see what members do during their free time,” says Tuquero.

The pictures will be posted on INTA’s Facebook page, and the winner will win a new iPad tablet. The deadline to enter the contest is June 29, and the winner will be announced the week of July 2.

INTA’s Mentor Program
A one-year commitment for trademark professionals, professors and law students, the Mentor Program features two types of experiences: the INTA Leadership Development, which helps participants develop committee leadership skills and progress within the association, and Professional Development, in which a mentor will offer career guidance to a mentee.

INTAs senior academic programs coordinator, Carin Diep-Dixon, says mentee-applicants will be asked to indicate whether they prefer a mentor from their region, a male or female mentor, their areas of interest and expertise, and whether they’re a law student or a lawyer. Mentors are asked the same questions as well as what they’re looking for in a mentee.

To sign on, members must complete an online application at applications.inta.org.
INTA’s work in Washington

Turn right out of the Convention Center, walk five blocks down M Street, take a right on to Connecticut Avenue and walk up as far as the statue of Doctor John Witherspoon.

Congratulations: you’ve just arrived at INTA’s latest office location.

While the Association has long been active in Washington DC thanks to its Political Action Committee, and has had consultants for many years, the opening of the office—INTA’s fourth worldwide—signalled a greater engagement with lobbying and government relations. It coincided with the hiring of David Warr as Washington Representative. He is joined in the office by staff member Michelle King, who liaises with the USPTO, while consultant Jon Kent continues to advise on government relations. The office also pro-

vides a base for INTA staff visiting Washington DC from New York.

“INTA wanted to be able to have a permanent staff as well as just a consultant,” says Warr, who joined INTA from Bristol-Myers Squibb in February 2011. He adds that he spends much of his time on the phone talking to government officials and Congressional staff members, as well as going to social and networking events in the city. The office is close to Dupont Circle and just 15 minutes walk from the White House.

“You have to be able to build relationships individually agency-by-agency,” says Warr.

Many trade associations are based in Washington DC, but INTA has been head-quartered in New York since its foundation in 1878. It now has offices in Brussels and Shanghai, and the new Washington presence makes it easier for the Association to have regular contact with members of Congress as well as organizations such as the Department of Commerce, the Department of State, the Federal Trade Commission, the Office of the United States Trade Representative (USTR) and of course the USPTO. Warr has connections with many of these agencies from his time at BMS, where he was Director, International Government Affairs and Policy. “We have an open door to the USTR, and we’re developing a relationship with the FTC,” he says.

The increased engagement is necessary at a time when legislative action affecting trademark owners is increasing, with discussions on anticounterfeiting bills, gTLD expansion and USPTO funding just some of the examples of topical issues. Warr emphasizes the need for relevant associations to build coalitions where they agree on policies, and try to build broad support. He says one of the lessons of the recent failure of the SOPA and PIPA bills is that antipiracy efforts need to be “rebranded”. He adds: “We need to emphasize that it’s about consumer protection and safety if we want to win wider support.”
The romance of trademarks

INTA President Gregg Marrazzo is charged with protecting some of the biggest names in makeup, fashion and fragrance. He spoke with Eileen McDermott about curbing counterfeits post-SOPA, combating “anti-IP sentiment,” and the origins of his trademark romance.

“I really do believe that the vast majority of people would say that copying someone’s intellectual property is wrong.”

And Marrazzo’s responsibilities at Estée Lauder do not end with trademarks. He is also responsible for global patent and copyright protection and enforcement, since the company integrated those departments into one IP group in July last year. “It is a trend within the broader IP community to try to get more collaboration between patents, copyrights and trademarks so that you can provide your clients with a bundle of rights,” says Marrazzo. While he admits there’s been “a bit of a learning curve on the technical side”, this approach helps him to “look at things more holistically,” he says.

Curbing counterfeits

This holistic approach is applied in other ways as well. From flea markets to rogue websites, luxury goods are being copied at a faster rate than ever, requiring ever more innovative enforcement strategies. While policing such activity and taking direct action is important, Marrazzo says The Estée Lauder Companies try to focus on the big picture. “We try to take a more broad-based approach and develop relationships with the police, the State Administration for Industry & Commerce (AIC) in China and the trademark offices in China and other countries,” says Marrazzo. “I’ve been using the word holistic a lot, but that seems to be the best approach. I think that by and large it’s better to be positive and ask for assistance instead of pointing out the shortcomings of a particular administration’s efforts.”

Marrazzo is planning to extend that philosophy beyond The Estée Lauder Companies to his tenure as INTA President, in order to counter what he refers to as widespread “anti-IP sentiment”. With the breakdown earlier this year of legislative efforts to curb rogue sites via bills such as the Stop Online Piracy Act (SOPA) and Protect IP Act (PIPA), the term intellectual property is in very real
danger of taking on a permanently negative connotation. “That’s not going to change anytime soon, and IN TA is really uniquely situated to address some of those concerns,” says Marrazzo.

Since the demise of SOPA and PIPA was at least partially rooted in “a lack of understanding” on both sides, IN TA has the opportunity to educate, says Marrazzo. “Underneath all of this, I really do believe that the vast majority of people would say that copying someone’s intellectual property is wrong. I don’t think there is much dispute. So the question is, how do we provide people with the facts? And I think that is what we need to address.”

**INTA’s role**
To help answer that question and more, one of Marrazzo’s presidential goals will be to provide forums for members to discuss the options available for protecting trademarks after SOPA and PIPA via webinars and seminars, as well as to help inform government. Says Marrazzo: “I think it’s important for us to try to educate the public and help them understand that we’re not trying to overreach. A lot of it is educational, and sorting through what happened.”

That applies outside of the US as well, as the Association tries to assist on international efforts to curb counterfeits, such as the Anti-Counterfeiting Trade Agreement (ACTA). As the European Union considers signing the agreement, IN TA has urged the EU Court of Justice to make a “considered and quick assessment of ACTA” in order to help counter the “heightened sense of mistrust and misinformation that has proliferated in online conversations”.

Whatever the outcome on ACTA, Marrazzo is keen to further the internationalization of the Association during his presidency by continuing to meet with trademark offices from around the world, as well as through international programming and publications. This includes expanding recent efforts to file amicus briefs outside of the United States. “Developing countries may not have the expertise in IP or trademark law, so we can really help there by filing briefs and working with various judiciaries to help them understand and model laws,” says Marrazzo.

But doing so is not always a straightforward process. “One of the impediments we have is that there are a lot of courts for which an amicus process just isn’t in place, so you have to either get one of the parties to include your filing with one of their papers or maybe write a letter to the court,” he explains.

Despite these difficulties, in 2011 IN TA submitted briefs to courts in Australia, Canada, the EU, Indonesia, Paraguay and Moscow.

**Ready to reign**
In Marrazzo’s role as this year’s IN TA President, he remains inspired by the early “connection” he felt to trademark work and among people in the trademark bar, and looks forward to the Annual Meeting as a chance to foster friendships, as well as business opportunities. “I made friends early on at IN TA that remain friends to this day. We can disagree vehemently about a position, yet we can still enjoy one another’s company; I think that type of camaraderie goes a long way in helping to solve problems.”

It is Marrazzo’s intention to share that camaraderie and love of trademarks with the outside world and to demonstrate that strong trademark laws are in the public’s best interest. “To me that’s really important,” says Marrazzo. “My wife is a small business owner, and big or small, your brand is the way you communicate. You should be able to protect it, as long as you do it properly.”

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**Profile Gregg Marrazzo, INTA President**

Marrazzo leads a team of 20 at Estée Lauder, including nine lawyers, six paralegals and five administrative staff.
What is your role at Verizon?
I’ve been at Verizon 21 years and am now Vice President & Associate General Counsel, Verizon Communications. It’s really my second law job. I worked at Morgan Lewis for five years after graduation. When my daughter was born I began a part-time job at Bell Atlantic. After a number of years, when the Internet began to hit and the issues became more urgent, I switched to a full-time job here and have been here through various mergers and re-namings.
I’m in charge of trademark, copyright, Internet policy and patent licensing work for Verizon. The trademark practice is our bread and butter and it’s been fun protecting the Verizon brand and getting to know people through IN TA. We’ve got about 6000 marks. We used to have more but have pruned the portfolio wisely. It’s about budget and making sure the assets we keep are the ones that make sense. You don’t want to pay maintenance fees on things that aren’t strategic.
We look to get protected almost everywhere. Verizon’s business is the former MCI and that is located in almost every country in the world so we have global protection for the VERIZON brand and logo. The other major brand in the US is FIOS. That’s the name of our high-speed Internet and cable-type service.

Is enforcement a challenge?
We don’t have a lot of counterfeiting. That would target our manufacturers more than us in the service industry. But we see a ton of infringements—both classical trademark infringement and cybersquatting. We use the UDRP and the Anti-Cybersquatting Consumer Protection Act in the United States. We’ve been thrilled with the results. Verizon spends US$3 billion a year on advertising, so that’s more than the market capital of many large companies. As a result our brand is also targeted by cybersquatters who seek to exploit consumer confusion. We’ve brought a number of lawsuits and ACPA actions and built up a portfolio of domain names.
We’ve then been able to measure the traffic of what we won back. The names we got back resulted in 33 million new visitors to our website and over 300,000 sales a year. We measure them the same way a cybersquatter measures them and have been able to bring value back to our portfolio.
The key is we’re looking at which misspellings get hits. For example, Verizon could get hundreds of thousands of hits a month. We redirect all the traffic back to the main website. We could easily own 100,000 to 200,000 domain names. Some are not worth registering—they have to be worth the price of the registration fee.

Do you welcome the expansion of the domain name system?
One of the benefits of being located in Washington is that our legal department encourages an active policy role for its attorneys and you get the opportunity to work on international issues as well.

Two decades in the telecoms industry
Sarah Deutsch’s role at Verizon has changed over the 21 years she has been there, with the rise of the Internet and a series of corporate changes, as she explains to James Norton.
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## Sunday, May 6

**8:00 am-12:00 pm**  
Mediation Training  
(Advance registration required, CLE credit available)

**8:00 am-5:00 pm**  
Academic Course on International Trademark Law  
(Advance registration required, CLE credit available)

**8:30 am-4:00 pm**  
Tours  
(Advance registration required, CLE credit available)

**9:00 am-7:00 pm**  
Registration  
Hospitality  
Committee Meetings  
Brunch Table Topics

**11:00 am-10:00 pm**  
How to Integrate Real Life into Your Trademark Class  
Adjunct Professors Special Interest Group (SIG)  
(Open to all attendees)

**11:00 am-2:00 pm**  
Madrid System Users’ Meeting (MSUM)  
Organized by World Intellectual Property Organization (WIPO)

**11:30 am-1:30 pm**  
Trademark Administrators Brunch  
(Advance registration required)

**11:30 am-4:30 pm**  
In-House Practitioners Luncheon and Workshop  
(Exclusive to in-house practitioners only; Advance registration required, CLE credit available)

**12:00 pm-5:00 pm**  
Exhibition Hall

**12:15 pm-2:15 pm**  
Committee Meetings

**12:30 pm-1:30 pm**  
INTA Annual Meeting Orientation  
Opening Ceremonies and Keynote Address  
INTA President’s Address  
Gregg Marrazzo, 2012 President, International Trademark Association, The Estée Lauder Companies Inc. (United States)  
Keynote Address  
Leonard A. Lauder, Chairman Emeritus of The Estée Lauder Companies Inc. (United States)  
9:00 am-7:00 pm  
Academic Day  
10:00 am-4:00 pm  
Exhibition Hall  
10:15 am-12:15 pm  
Committee Meetings  
10:30 am-11:30 am  
Speed Networking

**10:30 am-11:45 am**  
 Concurrent Sessions  
CM01 Protection of Indigenous Rights: An Increased Need  
CM02 Exploring the Outer Limits of Trademark Law  
IM01 Industry Breakout: From the Frying Pan into the Fire: Navigating Emerging Issues in Cyberspace  
WM01 How to Deal with Restrictions on Advertising and Trademark Use in Regulated Industries  
Attendance is first come, first served and there is a limit of 100 attendees

**10:30 am-11:45 am**  
 Concurrent Sessions  
CM01 Protection of Indigenous Rights: An Increased Need  
CM02 Exploring the Outer Limits of Trademark Law  
IM01 Industry Breakout: From the Frying Pan into the Fire: Navigating Emerging Issues in Cyberspace  
WM01 How to Deal with Restrictions on Advertising and Trademark Use in Regulated Industries  
Attendance is first come, first served and there is a limit of 100 attendees

**10:30 pm-4:30 pm**  
INTA/AMERICAN RED CROSS BLOOD DRIVE  
12:00 pm-1:00 pm  
Speed Networking  
12:00 pm-1:15 pm  
 Concurrent Sessions  
CM20 Trolling the Trademark Waters  
CM21 The Great Dilution Debate: Fifteen Years After Enactment, Has the Federal Trademark Dilution Act Lived Up To Expectations?  
RM20 Regional Update: European Community (OHIM/ECJ)

**3:30 pm-4:45 pm**  
Rise and Shine: Getting the Most Out of Your Committee Participation

**5:00 pm-7:00 pm**  
Welcome Reception: Washington Reinvented

### Monday, May 7

**7:30 am-5:00 pm**  
Registration  
Hospitality  
Continental Breakfast  
Tours  
(Advance registration required, CLE credit available)

**8:30 am-5:00 pm**  
Tours  
Depart from WCC unless otherwise noted on individual confirmation  
9:00 am-10:15 am  
Opening Ceremonies and Keynote Address  
INTA President’s Address  
Gregg Marrazzo, 2012 President, International Trademark Association, The Estée Lauder Companies Inc. (United States)  
Keynote Address  
Leonard A. Lauder, Chairman Emeritus of The Estée Lauder Companies Inc. (United States)  
9:00 am-7:00 pm  
Academic Day  
10:00 am-4:00 pm  
Exhibition Hall  
10:15 am-12:15 pm  
Committee Meetings  
10:30 am-11:30 am  
Speed Networking

**10:30 am-11:45 am**  
 Concurrent Sessions  
CM01 Protection of Indigenous Rights: An Increased Need  
CM02 Exploring the Outer Limits of Trademark Law  
IM01 Industry Breakout: From the Frying Pan into the Fire: Navigating Emerging Issues in Cyberspace  
WM01 How to Deal with Restrictions on Advertising and Trademark Use in Regulated Industries  
Attendance is first come, first served and there is a limit of 100 attendees

**10:30 am-11:45 am**  
 Concurrent Sessions  
CM01 Protection of Indigenous Rights: An Increased Need  
CM02 Exploring the Outer Limits of Trademark Law  
IM01 Industry Breakout: From the Frying Pan into the Fire: Navigating Emerging Issues in Cyberspace  
WM01 How to Deal with Restrictions on Advertising and Trademark Use in Regulated Industries  
Attendance is first come, first served and there is a limit of 100 attendees

**10:30 pm-4:30 pm**  
INTA/AMERICAN RED CROSS BLOOD DRIVE  
12:00 pm-1:00 pm  
Speed Networking  
12:00 pm-1:15 pm  
 Concurrent Sessions  
CM20 Trolling the Trademark Waters  
CM21 The Great Dilution Debate: Fifteen Years After Enactment, Has the Federal Trademark Dilution Act Lived Up To Expectations?  
RM20 Regional Update: European Community (OHIM/ECJ)

**3:30 pm-4:45 pm**  
Rise and Shine: Getting the Most Out of Your Committee Participation

**5:00 pm-7:00 pm**  
Welcome Reception: Washington Reinvented

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Actual style guides used by companies for the control of their internal and external branding?  

**Answer:** Global Trademark Research, Corporate Style Guides  
Visit [www.inta.org/CorporateStyleGuide](http://www.inta.org/CorporateStyleGuide)
Tuesday, May 8

7:30 am-5:00 pm
Registration

7:30 am-5:00 pm
Hospitality

8:00 am-10:00 am
Continental Breakfast
Attention Non-Profit Organizations: Stop by breakfast and join in on the conversation!

8:00 am-10:00 am
Committee Meetings

8:00 am-10:00 am
Breakfast Table Topics

8:30 am-10:00 am
INTA Roundtable Hosts Breakfast
(By invitation only)

8:00 am-4:00 pm
Tours
Depart from WCC unless otherwise noted on individual confirmation.

9:00 am-4:00 pm
Exhibition Hall

10:30 am-11:30 am
Speed Networking

10:00 am-12:00 pm
In-House Practitioners Reception
(Exclusive to in-house practitioners only)

10:00 am-12:00 pm
Committee Meetings

10:00 am-12:00 pm
Association Brunch
(By invitation only)

10:15 am-11:30 am
Concurrent Sessions
CT02 Competitor’s Use of Keyword Advertising and Search Engine Optimization (SEO): Hey! They’re Using My Trademarks!
RT01 Regional Update: Europe
RT02 Regional Update: Southeast Asia, Hong Kong, Australia and New Zealand
WT01 Alternative Approaches to Combating Counterfeiters
(Attendance is first come, first served and there is a limit of 100 attendees)

11:45 am-1:00 pm
Concurrent Sessions
CT20 Reverse Confusion: Setting a Higher Standard for the Likelihood of Confusion Test
CT21 The Living Brand: Borderless Extensions Limited Only by the Imagination
CT22 The Intersection of Trademark and Publicity Rights with U.S. First Amendment
Free Speech Rights
RT20 Regional Update: India, Pakistan, Middle East
WT20 The Evolving Nature of Ambush Marketing
(Attendance is first come, first served and there is a limit of 100 attendees)

12:00 pm-1:00 pm
Speed Networking

1:15 pm-3:15 pm
Committee Meetings

1:15 pm-3:15 pm
Luncheon Table Topics
1:30 pm-2:30 pm
Speed Networking

3:00 pm-4:00 pm
Speed Networking

3:30 pm-4:45 pm
Concurrent Sessions
CT50 Social Media-An Ever-Changing, Challenging and Competitive World: How to Provide Legal and Business Advice to Clients
CT51 Copyright Law for Trademark Lawyers: Copyrights in Logos, Packaging and Product Designs
CT52 Appellations d’Origine: Made in Europe
IT50 Industry Breakout: Consumer Products—Don’t Mess With Our Family (of Marks!)

3:30 pm-5:30 pm
Committee Meetings

5:00 pm-7:00 pm
In-House Practitioners Reception
(Exclusive to in-house practitioners only)

6:00 pm-7:00 pm
Government Officials Reception
(By invitation only)

Wednesday, May 9

7:30 am-2:00 pm
Registration

7:30 am-4:00 pm
Hospitality

8:00 am-10:00 am
Continental Breakfast

8:00 am-10:00 am
Committee Meetings

8:00 am-10:00 am
Breakfast Table Topics

8:30 am-4:00 pm
Tours
Depart from WCC unless otherwise noted on individual confirmation.

10:00 am-2:00 pm
Exhibition Hall

10:15 am-11:30 am
Concurrent Sessions
CW01 Annual Review of U.S. Federal Case Law and TTAB Developments
RW01 Regional Update: Africa

10:30 am-11:30 am
Speed Networking

11:45 am-1:00 pm
Concurrent Sessions
CW20 Trademarks 2.0: The Impending Rebirth of the Intangible Asset
CW21 All Dressed Up, But Where to Go? The Challenges of Proving and Defending Trade Dress Claims
CW22 Registration and Protection of Nontraditional Trademarks in China, Europe and the United States
IW20 Industry Breakout: Game Plan 2012—Brand Protection and the Business of Sports

12:00 pm-1:00 pm
Speed Networking

1:15 pm-3:15 pm
Luncheon Table Topics

7:00 pm-11:00 pm
Grand Finale: INTA Headlines Newseum
On internationalized domain names (IDNs) we understand the need for expansion. We’re a bit concerned about how trademark owners will monitor and police their marks in those new character sets as there are no services to provide us with notices of infringement.

On the expansion of gTLDs we believe ICANN is making a huge mistake to the detriment of brand owners and consumers, and we think it will lead to more cybersquatting and abuse. I don’t think it can be stopped at this point.

Unfortunately we’re going to have to watch the damage occur because ICANN is not listening to the governments or law enforcement officials or brand owners or consumers who have raised concerns.

Brand owners need to be more engaged inside and outside of ICANN. Right now only a small subset of people participate. Unfortunately those people are outvoted and outnumbered by the registrars and registrants who have a lot of votes at ICANN. ICANN itself stands to make tons of money and there are all these people making money from those bidding on gTLDs to game generic names, providing back-end services and advice to brand owners. The whole issue is being driven by defensive registration and fear rather than a true need to do this. Many of the founders of the Internet like Tim Berners-Lee and Esther Dyson have come out and said this expansion is unnecessary.

How is your time split?
I guess a third of my time is trademarks, where the issues are huge, a third copyright—I was one of the original negotiators for the telecoms industry for the DMCA—and a third patent licensing which is a new area to me which I’m enjoying.

What kind of work do you do in-house?
We tend to try to do as much as we can in-house. Our team is about six people working on trademark issues full-time. We do searching and UDRP in-house and much of our enforcement. We rely on outside counsel to handle cybersquatting actions and foreign counsel to help with searching abroad and for other thorny issues. We use outside counsel fairly judiciously. Our department has been able to cover its costs over the past four years thanks to the enforcement actions we bring.

What do you look for from outside counsel?
Many of them provide services on a flat-fee basis. That’s been a very creative win-win option for us to handle large volumes of searching. It reduces costs.

Often the choice of firm is driven by the reputation of particular lawyers who are extremely skilled in the field. We use one firm for cybersquatting work because they have ability to find cybersquatters and technical ability. In the copyright area there are only a handful of lawyers who understand the issues for a company like Verizon so generally we rely on particular individuals.

What do you recommend to do in the DC area?
In the city itself there are amazing free museums. Some of the smaller places I recommend are the Phillips Collection in Dupont Circle and the Corcoran Gallery of Art. The National Arboretum has blossoming azaleas and a bonsai collection and I recommend going to Georgetown and walking along the towpath, where donkeys would tow goods. There are also great stores and the famous cupcake stores.

If you want to come into Virginia, go to Old Town Alexandria for the day. It has the world’s smallest house, built between two houses. It has great restaurants and is by the water. The Torpedo Factory which is now an art gallery is worth visiting. I love it here—it’s very green and there are no skyscrapers here as nothing is higher than the Washington Monument.
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Every Annual Meeting is special, but INTA is particularly excited about the next two upcoming Annual Meetings in Dallas, Texas, USA and Hong Kong, as it will be their first time in each city.

Planning for an Annual Meeting typically begins more than a year and a half before the conference with the appointment of two co-chairs. Joseph Ferretti, PepsiCo, Inc./Frito-Lay, Inc. and Purvi Patel, Haynes and Boone, LLP, both Dallas locals, have been selected to chair the Annual Meeting 2013. Ferretti and Patel are working with their Project Team to create an exciting and informative program for attendees and are striving to make the meeting even more special than usual, as it will be the last one for INTA Executive Director Alan Drewsen. The Project Team was put together last year and consists of 38 other dedicated volunteers who are responsible for various aspects of the programming.

The Dallas-Fort Worth-Arlington metropolitan area is home to over one-fourth of all Texans as well as Fortune 500 companies such as Yum! Brands, Inc. and AT&T. After a full day of exciting programming and meetings, history buffs can visit the Dallas Heritage Village for a view of life in 19th century Dallas, foodies can explore all of the best Texas-style barbecue, steak houses and hot restaurants in Dallas and shoppers can enjoy an afternoon in the Bishop Arts District or at the Neiman Marcus flagship store.

The 2014 Annual Meeting will be INTA’s first in Asia, and the Association is particularly excited to be in Hong Kong, one of the world’s freest economies with a competitive finance and business center and a large exporter of branded goods and services. David Stone, chair of the Programs Committee and co-chair of the Annual Meeting in Hong Kong, describes the venue as “incredibly exciting,” explaining that the city is sophisticated and vibrant. “It will be different and it will be fun,” he told the INTA Daily News. “The timing is just about perfect.”

Stone and his co-chair Xueming Chen, Zhongzi Law Office, are already knee-deep in planning. Stone says that at this stage the plan is to focus the programming in the mornings and cater to the expected increase in attendance from Asia and the Middle East. One idea that is being thought through is to offer some session in local languages. “That’s been tried before with Table Topics, but we’d like to kick it up a level,” says Stone.

The Annual Meeting will be held at the centrally located Hong Kong Convention and Exhibition Centre in Wan Chai North, with all of the main hotels close by. Hong Kong as a venue may be unfamiliar to many regular Annual Meeting attendees, but it should prove welcoming to INTA. It is a fast-paced city that balances a modernized way of life with traditional Chinese practices. Under British colonial rule for 156 years, the city grew from a small fishing village to a global financial center and now has a population of over 7 million.

Sightseers can head up to Victoria Peak for beautiful views of the city, or take a ferry to Lantau Island and Tian Tan Buddha. Food lovers will have no shortage of options, from high-end international restaurants in Soho and Gough Street, to amazing local cuisine in Mong Kok. Those who want to see a different side of Hong Kong can take a short ferry ride to Cheung Chau Island, one of several fishing villages surrounding the main island.

It’s not too early to start making your plans now for Dallas and Hong Kong!

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Ever wanted to see Pulitzer Prize-winning photographs, the Berlin Wall and the Unabomber’s hut, all under one roof? Then make sure you don’t miss the Annual Meeting Grand Finale on Wednesday night, which this year takes place at Washington DC’s Newseum. While there, you can also see how a TV studio works, read pages from historic newspapers and try your hand at presenting a news report, all while making connections with more than 4,000 Annual Meeting attendees.

Opened at its current location at 555 Pennsylvania Avenue four years ago, the Newseum boasts 250,000 square feet of exhibits about the history of news making on seven levels. Entrance is normally US$22 for adults, but at the Grand Finale INTA attendees can enjoy the whole experience for free. And don’t miss the top-floor terrace with its views of the Capitol, National Mall and Washington Monument.

Many of the exhibits are grand in scale, such as the largest section of the Berlin Wall outside of Germany, the radio mast from the World Trade Center, a bomb-damaged CNN truck from Bosnia and a Bell Jet Ranger news chopper, which hangs in the atrium.

But if you have time there are also fascinating smaller things to see, such as the collection of newspapers from around the world from the seventeenth century to the present, which can be viewed in their original form and also close-up on 10 touch-screen TVs (level 5). This being Washington, there are also plenty of exhibits relating to politics, ranging from a history of presidential elections (level 6) to pictures of the “First Dogs” (level 2). And sports fans will not want to miss the memorable photos, including iconic images of Mohammed Ali and the Olympics, by Neil Leifer (concourse level).

Reflecting the world of news today, the Newseum is highly interactive, with the static exhibits complemented by videos, movie theaters and a recreation of the office of NBC journalist Tim Russert (level 4). And, for any INTA attendees who have always wanted to be a TV star, there are eight stations where you can take a microphone, stand before the camera and find out what it’s like to be a reporter (level 2). Who knows, it could be the beginning of a new career!