



**Etienne Sanz de Acedo**  
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August 10, 2017

Mr. Vishal J. Amin  
The Office of Intellectual Property Enforcement Coordinator  
725 17th Street, NW  
Washington, DC 20503

Dear Mr. Amin,

On behalf of the International Trademark Association (INTA), we congratulate you on your appointment as Intellectual Property Enforcement Coordinator to the United States Administration. We are confident that your expertise and perspective will make you an outstanding leader within the United States government and that you will bring tremendous value to the American intellectual property community, industry and consumers.

Intellectual property is a major driver of the U.S. economy, and balanced intellectual property protection at the same time protects American businesses and workers, and creates a favorable environment for innovation—a keystone of American competitiveness in the global marketplace. As a global organization with more than 7,000 member corporations and firms—including 2,318 in the United States alone—INTA has long valued IPEC's significant efforts to protect intellectual property, especially trademarks.

Given your extensive experience working in the field of intellectual property, we are confident that you will work to improve the enforcement of Intellectual property rights, to promote cooperation with foreign governments and to reduce infringement online and in conventional marketplaces.

IPEC and INTA have had productive engagement in recent years, and our leadership and members look forward to deepening our relationship in the years to come. One area that presents us with opportunities for further engagement is the bicameral, bipartisan Congressional Trademark Caucus (CTC). Announced in September 2014, this is the first trademark caucus in the U.S. Congress. It is the result of INTA's successful outreach effort to Members of Congress about the negative impact trademark counterfeiting is having on economic growth, national security and the health and safety of all consumers. INTA is committed to ensuring that the CTC serves as an effective voice for trademark matters.

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Let us also take this opportunity to invite you to our upcoming [Leadership Meeting](#), taking place in November 7-11, 2017 in Washington, DC. Deborah Cohn, Senior Director of Government Relations, and Maysa Razavi, Anticounterfeiting Manager, will be in contact with you to discuss the Leadership Meeting and other future engagements between INTA and your Office.

Sincerely,



Joseph Ferretti  
2017 President  
*PepsiCo, Inc.*



Etienne Sanz de Acedo  
Chief Executive Officer  
International Trademark Association

cc: Deborah Cohn  
Maysa Razavi