DEAR INTA MEMBER,

This 2007 Annual Report recalls an exciting year in the world of trademark and intellectual property development and advancement. Over the past year, our Association has redefined what it means to provide benefits and services to our members. Some of our most notable accomplishments include a new Country Portals section on our website, a dynamic E-Commerce system and a record-setting Annual Meeting in Chicago that drew a tremendous audience from around the world.

Our Association’s membership and influence continues to expand, and it is through the hard work and dedication of so many volunteers that we have a landmark year to report to our members. This past year has shown growth in the value of our member benefits, a commitment to global integration using the Internet and a desire to cultivate new markets around the world.

While this past year was a great success for our Association, INTA is committed to continuing the important work of promoting brand owners and protecting the quality and value that trademarks represent.

Please find more information on our many initiatives and the Association’s highlights from 2007 in the following report.

Sincerely,
Alan C. Drewsen
Executive Director
International Trademark Association

MEMBERSHIP

Over the course of the past year, INTA has made significant gains and delivered meaningful benefits and services to the Association’s membership.

In 2007, INTA met the demands of a thriving organization by offering new products and services that focus on delivering a high quality membership experience and expanding the Association’s influence worldwide.

Our Association also expanded its networking and benchmarking opportunities to help members connect with and learn from their colleagues in order to stay on the leading edge of trademarks and intellectual property rights. INTA is committed to internationalization and the advantages that come from the open exchange among our member companies and firms that has led to advancements in our organization and the trademark field as a whole. To that end, INTA is proud to report our expansive total number of members by region.

INTA’s membership has increased significantly year to year, and we are committed to maintaining that growth.

Such growth highlights the fact that our Association continues to deliver for its membership by offering the products, services, training and networking opportunities that are most significant to everyone.

Stemming from a strong organizational membership, INTA’s final 2008 – 2009 Committee membership of more than 2,000 also tells a compelling story of volunteer participation.

It is clear that INTA’s growth in membership, professional staff and global representation have been met with an equally energized membership base eager to do the important committee work that sustains us and moves us forward.

LOCATIONS / REPRESENTATION

NEW YORK, HEADQUARTERS | SHANGHAI | BRUSSELS | GENEVA | MUMBAI | WASHINGTON D.C.
This past year, INTA fulfilled its commitment to increasing the Association’s influence and development of policies by supporting efforts around the world and on the Internet that further protect brand owners and intellectual property rights.

INTA Addresses Internet Issues that Plague Trademark Owners
INTA is working on potential legislation that would amend the Lanham Act to address the issue of domain name “tasting and parking” to limit immunity from liability for those domain name registrars who act outside their capacity as registrars.

Our Association closely coordinated with our members Dell Inc., Microsoft Corp., Time Warner Inc., Wal-Mart Stores Inc. and Yahoo! Inc. as they announced legal actions against cybersquatters. INTA is leading the public relations campaign to alert and to inform online businesses and the consumers who are deliberately targeted by deceitful cybersquatting tactics. As the threat of cybersquatting increases, so to does INTA’s public education and media outreach campaigns.

INTA hosted a presentation of a free webcast for members and practitioners on the topic of the .ASIA domain name and its effects on the Internet trademark community. The webcast drew a worldwide audience of more than 400.

INTA Advances Anti-Counterfeiting Leadership Role
INTA’s President, Dee Ann Weldon-Wilson, addressed the 3rd Global Congress on Combating Counterfeiting & Piracy in Geneva, Switzerland, of which INTA was a co-organizer.

Additionally, INTA co-sponsored and participated in the Los Angeles Counterfeiting and Piracy Awareness Week, which included presentations by brand owners as well as U.S. federal, state and local officials discussing the effects of counterfeiting in the state of California and the global economy.

INTA also co-sponsored the Third Annual Harper’s Bazaar Anticounterfeiting Summit to raise national awareness of the harm inflicted by counterfeitors. INTA’s Executive Director moderated a panel of experts on the issue. Our Association also hosted Anti-Counterfeiting Roundtables in New Delhi and Buenos Aires.

The INTA Board of Directors approved a resolution setting out INTA’s position on harmonization and offered improvements required in the international legal framework for criminal sanctions against the offense of trademark counterfeiting so that a harmonized, minimum level of deterrence is applied throughout the world.

Europe Office Increases INTA’s Impact on Trademark Issues

INTA’s Europe Office, as part of an international campaign coordinated by the Coalition for Intellectual Property rights, promoted INTA’s position on the Russian Civil Code Part IV to EU officials. As a result of constructive meetings with members of the relevant European Parliament committees, IP and Anti-Counterfeiting related amendments were included in a report on EU – Russia trade and economic relations adopted by the European Parliament on May 21st.

INTA Advances U.S. Federal and State Trademark Issues
INTA updated the Model State Trademark Bill (MSTB) to reflect the changes in the federal statute. Following INTA’s successful effort in 2006 to gain passage of the Trademark Dilution Revision Act of 2006, the California State Legislature is now moving towards passage of the MSTB with these updated provisions.

Trademark Office Practices are Key Concern
A major revision of INTA’s Examination Guidelines was completed to reflect significant policy initiatives since 1998. The Guidelines are a key tool as INTA works with Trademark Offices to improve examination of trademark applications.

INTA drafted comments to the Canadian IP Office (CIPO) on new regulations amending the Trade Marks Regulations and worked on a number of requests for information by the China Trademark Office (CTMO) regarding geographical indications, relative versus absolute examination, trademark squatting across classification categories and registration of retail store services.

INTA Promotes the Madrid Protocol in Latin America
INTA continues to promote a harmonized and effective international legal framework for the protection of trademarks in Latin America by marketing the advantages offered by the Madrid Protocol. INTA organized seminars and private meetings with government agencies and the private sector in Guatemala, Nicaragua, Argentina and Brazil.
This year, INTA was proud to introduce **Country Portals**, a unique, integrated collection of online resources that leverages the Association’s member and institutional expertise to make INTA the preferred provider of trademark information for its members.

**Country Portals** offers viewers:

- A country’s profile
- Online trademark searching and filing tools
- Case law and domain name resources
- And more

Along with this new online resource, several popular print titles were updated, including:

- State Trademark and Unfair Competition
- Trademark Administration
- Famous & Well Known Marks
- Trademark Law Handbook

The **INTA Bulletin** continues to provide updates on global trademark law developments and news on Association events and policy development activities. With an email audience of nearly 20,000, the Bulletin has increased its circulation to keep pace with the needs of INTA’s growing membership.

*The Trademark Reporter*®, which offers comprehensive coverage and important reviews of trademark law developments, continues to see widespread readership. This publication, released six times a year, is a popular member benefit that gives trademark practitioners and professionals an opportunity to author articles and to make significant literary contributions to INTA.

Other important publication achievements in 2007 include:

- A **Counterfeiting Special Report**, which provided important information on counterfeiting and recent developments in anticounterfeiting legislation and enforcement initiatives;
- The **TMR International Annual Review**, which contains contributions that highlight significant trademark cases throughout the world;
- The **TMR U.S. Annual Review**, which serves as the basis for the very popular case law review session at the Annual Meeting;
- A robust expansion to the popular online **Membership Directory** that gives members critical contact information to companies and firms around the world; and
- A **Corporate Benchmarking Survey** that gives trademark and intellectual property practitioners and professionals keen insight into the trends that are important in the management of their trademark practice.

**NEW TO THE WEBSITE**

**The INTA Bulletin**: With the added benefit of being online, members can now enjoy the publication whether they are at home, work or traveling.

**The Trademark Reporter**® (**TMR**): This online publication portion of the website was redesigned to facilitate navigation and to offer full text article searches, making research easier and more comprehensive for members.

**E-Commerce**: In 2007, INTA released a new E-Commerce system, enabling the Association to better transact business over the Internet. The initial system provided for the sale of publications and basic meetings. Enhancements designed to increase stability and reliability were released throughout the year.

**New Online Membership Application**: This system allows new organizations and academics to join INTA via the online E-Commerce system, eliminating the need to manually fill out a paper membership form. This new process allows members to quickly make use of their INTA benefits.

**Online Exhibitor Application**: This application, accessible to the public, allows members and business partners to quickly and efficiently apply for exhibit booth space, advertisements and sponsorship.
This year, INTA saw a landmark turnout for the Association’s 129th Annual Meeting in Chicago. The event attracted nearly 9,000 participants from more than 130 countries. This record-setting convention was a tremendous success and participants took advantage of a series of learning, benchmarking and networking opportunities.

Along with the Annual Meeting, INTA’s continued commitment to global integration also paved the way for educational conferences in Asia, Europe and Latin America.

To complement this effort, INTA offered:

- A two-day conference in Munich, Germany for non-attorneys.
- Collaboration with the Interamerican Association of Industrial Property (ASIPI) to present a three-day conference in Sao Paulo, Brazil.
- Its first In-House Counsel Workshop in Europe in Brussels to allow brand owners an opportunity to compare practices and share information to improve operations.

INTA’s educational work also included seminars and teleconferences that drew participants from around the world.

These programs included:

- **INTA / USPTO Industry Training Seminar** on the Fashion & Retail Industries. This seminar featured representatives from major fashion and retail companies. This seminar gave members a chance to discuss with examining attorneys the topics important to them and strengthened INTA’s relationship with the USPTO.

- **INTA / OHIM Industry Training Seminar** on Luxury Goods. This seminar gave INTA and its members another opportunity to expand their knowledge base and develop the important professional relationships that are critical to influencing the trademark policy discussion.

- **In-House Idea Exchange Teleconferences** hosted remotely via conference call. These networking opportunities have attracted many brand owners, and the information generated by these calls is valuable to INTA’s members.

### 2007 INTA OFFICERS

- **PRESIDENT**
  Dee Ann Weldon-Wilson
  Exxon Mobil Corporation

- **PRESIDENT ELECT**
  Rhonda Steele
  Mars, Incorporated

- **VICE PRESIDENT**
  Richard Heath
  Unilever P.L.C.

- **VICE PRESIDENT**
  Heather C. Steinmeyer
  Blue Cross and Blue Shield Association

- **TREASURER**
  Gerhard R. Bauer
  DaimlerChrysler AG

- **SECRETARY**
  Gregg Marrazzo
  Kimberly-Clark Corporation

### INTA’S SUCCESS IN 2007

INTA’s success in 2007 is the result of a diverse membership that incorporates the expertise of trademark practitioners and professionals from all over the world. Our common interest in the advancement of trademarks and intellectual property has built an organizational foundation whose membership is growing year after year.

Our Association is proud of its annual member retention rate of 94%, and we are working every day to make certain that we meet the high expectations of our members.

**Membership retention rate**

- **2004**: 94%
- **2005**: 94%
- **2006**: 93%
- **2007**: 94%