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

Throughout 2013, INTA's officers, board of directors, committee volunteers and staff worked together to implement the four major directions of the 2010–2013 Strategic Plan:

I. Support the Membership Through Public Policy and Member Education

- Welcomed China’s passage of a new trademark law, including substantial increases in statutory damages and other provisions supported by INTA during the multi-year legislative process.

- Continued advocating for strong trademark protections as ICANN adds hundreds of new gTLDs to the Internet Domain Name System—including extending the Trademark Claims Notice Period and Sunrise Period process by 30 days and improving Trademark Claims through a new Abused Domain Name Labels service, which extends protection to include previously abused, non-identical variations of a trademark.

- Argued in its first-ever amicus brief before the Supreme Court of India that the principle of trademark exhaustion should apply only nationally with respect to parallel imports. INTA also filed amicus briefs before courts in Canada and the United States.

- Adopted official positions supporting (1) default judgments in opposition and cancellation proceedings where the applicant or registrant fails to appear; and 2) elimination or relaxation of standing requirements for non-use cancellation actions.

- Submitted comments and advocated in Canada in support of the Combating Counterfeit Products Act, and in the European Union on the proposed revisions to the Trade Mark Directive and the CTM Regulation.

- Launched new practice-focused member-benefit informational resources: Industry Perspectives, Practitioners’ Checklists and an online conversion of Famous and Well-Known Marks.

- Welcomed more than 9,100 trademark professionals to Dallas for five days of educational sessions, networking events, committee meetings and business development opportunities at the 135th Annual Meeting.
2013 Annual Report

- Hosted its first-ever conference in the Middle East, attracting more than 250 practitioners and government officials to Dubai for a program focusing on public–private partnerships.
- Gathered more than 1,100 Association leaders for four days of committee meetings and educational sessions at the annual Leadership Meeting in Miami Beach.
- Attracted new audiences to educational programs featuring innovative topics, like Branding and Social Media, a two-day conference in Chicago.
- Conducted over 200 member roundtables in 25 countries, including three roundtables for trademark professionals working at nonprofit organizations.

II. Enhance the Volunteer Experience

- Delivered presentations at the Annual Meeting and other INTA conferences on how committee service benefits volunteers both professionally and personally.
- Expanded the Student Ambassador and Scholarship programs and split Annual Meeting Academic Day into focused Professor and Student tracks.
- Involved 87 law student teams and more than 200 Association volunteers in INTA’s 22nd Annual Saul Lefkowitz Moot Court Competition. The winner was the University of Hawaii.
- Formulated Tool Kits on how to create and maintain pro bono programs and how to protect nonprofit trademarks.
- Appointed 2,722 volunteers—the most ever—to 29 committees for the 2014–2015 term and created a Best Practices Timeline and other online resources enabling a smooth and effective committee term transition.

III. Build Association Capacity to Educate Non-Members

- Presented its Tenth Annual OHIM Industry Training Seminar for trademark office examiners and its first such training program in Mexico. Offered similar training seminars in Chile and the United States.
- Introduced new Fact Sheets, Presentations and other publicly available online information.
- Brought the Unreal Campaign to more than 800 U.S. high school students, officially launching partnerships with Street Law, Inc. and the Constitutional Rights Foundation and working with member volunteers.
- Expanded the effective use of social media. @INTA on Twitter reached close to 7,200 users, while The INTA Facebook page reached 2,650 and The INTA LinkedIn group saw 15,000 trademark practitioners contribute over 100 new discussions every month.
IV. Strengthen the Association

• Grew membership to 6,443, adding over 100 new corporate members and more than 600 new associate members.

• **Signed Memoranda of Understanding with Brazil’s National Institute of Industrial Property, the Mexican Institute of Industrial Property, and the IP Office in Singapore, committing INTA and each office to cooperate on training programs and information-sharing projects.**

• Sent high-level official delegations to:
  - Istanbul, for the Seventh Global Congress on Combating Counterfeiting & Piracy;
  - Rio de Janeiro, for the Brazilian Intellectual Property Association’s 33rd International Congress;
  - Vietnam, for the Asian Patent Attorneys Association 2013 Council Meeting; and
  - Dominican Republic, for ASIPI’s 17th Work Sessions and Administrative Council Meeting.

• Implemented new communications vehicles, including a public-facing blog for volunteers and staff to share thoughts and experiences, generating over 12,000 pageviews.

• Finalized and adopted the 2014–2017 Strategic Plan, emphasizing four major directions: Protection of Trademarks, Communications, International Expansion and Member Satisfaction.

### INTA by the Numbers

#### Membership Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>5,916</td>
</tr>
<tr>
<td>2012</td>
<td>6,266</td>
</tr>
<tr>
<td>2013</td>
<td>6,443</td>
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</tbody>
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#### Membership by Region

- **North America:** 2,461
- **Asia Pacific:** 1,130
- **Europe and Russia/CIS:** 1,684
- **Latin America and Caribbean:** 725
- **Middle East and Africa:** 443

### Offices:

**New York | Washington, D.C. | Brussels | Shanghai**

**Representatives:** **Mumbai | Geneva**

[www.inta.org](http://www.inta.org)