What Is INTA?
The International Trademark Association is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property (IP) to foster consumer trust, economic growth, and innovation.

- **Membership:** INTA’s members are more than 7,200 organizations from 187 countries. INTA’s member organizations represent 32,000 trademark professionals and include brand owners from major corporations as well as small and medium-sized enterprises, law firms, and nonprofits. There are also government agency members as well as individual professor and student members. Except for a few limited categories, INTA membership is not by individual but by organization. Every employee at a member organization’s location can take advantage of member benefits and volunteer for a committee, project team, or other service opportunity.

- **Global presence:** INTA undertakes advocacy work throughout the world and offers educational programs and informational resources of global interest. The Association has headquarters in New York City; offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C.; and representatives in Geneva and New Delhi. As a not-for-profit association, INTA’s role is to serve its members and society as a trusted and influential advocate for the economic and social value of brands.

- **Policy priorities:** INTA’s major policy priorities focus on areas of global concern, including:
  - The value of trademarks and brands—informing government officials and consumers about the value of trademarks and brands to local economies and society at large
  - Harmonization—advocating for harmonization of laws and regulations across jurisdictions, resulting in less uncertainty and confusion as well as greater cross-border protection for consumers
  - Brand restrictions—encouraging governments to take a balanced approach and consider the bigger public policy picture, and to ensure the integrity of their IP systems as a means to promote investment and economic growth
  - Counterfeiting—working in partnership with all stakeholders to advocate for stronger anticounterfeiting measures online and offline, to promote cooperation in enforcement efforts across agencies and borders, and to increase awareness of the harms of counterfeiting
  - Internet Governance and the Domain Name System—playing a prominent role in ensuring a secure, stable, and resilient Internet in order to protect consumers and trademark owners

2018–2021 Strategic Plan
INTA’s 2018–2021 Strategic Plan focuses on the following three strategic directions:

1. **Promote the value of trademarks and brands**
   - Encourage the protection of trademarks and related IP
   - Support the harmonization of laws and convergence of practices
   - Support trademark enforcement
   - Promote the business value of brands

2. **Reinforce consumer trust**
   - Reinforce trademarks as sources of information and brands as promises of delivery
   - Communicate the contribution of brands to economies and society
   - Promote brand equity

3. **Embrace innovation and change**
   - Evaluate changes as a result of technology, innovation, and evolving consumer needs and values
   - Educate members on the impact of innovation, technology, and change on brands
   - Provide innovative, valuable services to members

**Volunteer Involvement:** To implement the Strategic Plan, more than 3,000 talented and dedicated volunteers serve on INTA’s nearly 200 committees, subcommittees, and project teams. The Association’s committees form three major groups: Advocacy, Communications, and Resources.
INTA Studies
INTA’s Research Advisory Council commissions and coordinates research projects and studies on behalf of the Association.

- INTA and the Inter-American Association of Intellectual Property (ASIPI) collaborated on two studies investigating the economic impact of trademark-intensive industries on gross domestic product (GDP), international trade, employment, and wages. The first study, *Trademarks in Latin America: A study of their economic impact in five countries in the region* (December 2016), determined the economic impact in five countries: Chile, Colombia, Mexico, Panama, and Peru. The second study, *Trademarks in Latin America: Economic Impact in 10 Latin America and the Caribbean Countries* (October 2019), updated the findings for the original study’s five countries and included findings for five additional countries: Argentina, Brazil, Costa Rica, Dominican Republic, and Guatemala.

- INTA’s *Gen Z Insights: Brands and Counterfeit Products study* (May 2019) explores the relationship between Gen Z and brands, and their attitudes and perceptions of counterfeit products; and unpacks the importance of different practical and ethical considerations influencing Gen Z’s purchase of counterfeit products. The study covers 10 countries: Argentina, China, India, Indonesia, Italy, Japan, Mexico, Nigeria, Russia, and the United States.

- INTA published *The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand* (August 2017), analyzing the contribution of trademark-intensive industries to five major economies in Southeast Asia, with a focus on GDP, share of exports, and employment.

- INTA commissioned the New gTLD Cost Impact Survey (May 2017) to determine the impact of new gTLDs on trademark enforcement.

- Commissioned by INTA and ICC-BASCAP, *The Economic Impacts of Counterfeiting and Piracy* (February 2017) examines the scope of counterfeiting and piracy in international trade as well as the wider social and economic impacts on displaced economic activity, investment, public fiscal losses, and criminal enforcement.

Policy Development and Advocacy
Amicus Briefs Filed in 2020:

- On February 20, 2020, INTA filed an amicus brief in the *USPTO v. Booking.com B.V.* case pending before the U.S. Supreme Court. INTA argues that the Court should consider survey evidence when deciding whether a mark is generic or descriptive and should not be limited to cases involving “coined” terms, and that the Court should furthermore affirm that there is no per se rule for the protectability of generic marks with the addition of a generic top-level domain (“.com”) for an online business.

- On January 16, 2020, INTA filed an amicus brief with the U.S. Court of Appeals for the Ninth Circuit in the matter of *LTTB, LLC v. Redbubble, Inc.* INTA argues that the court should reverse and remand the case to the district court to reconsider its decision in view of the district court’s incorrect holding regarding the legal standard for and misapplication of the doctrine of aesthetic functionality.

Amicus Briefs Filed in 2019:

- On September 20, 2019, INTA filed an amicus brief in the matter of *Romag Fastener, Inc. v. Fossil, Inc.* with the U.S. Supreme Court. INTA advocated that the Court should confirm the position that willfulness is not a prerequisite for an award of the defendant’s profits under Section 35(a) of the Lanham Act, but rather one heavily weighted factor in a multi-factor test.

- On September 5, 2019, INTA filed an amicus brief with the United States Court of Appeals for the Sixth Circuit in the case of *Ohio State University v. Redbubble, Inc.* INTA argued that the court should remand the case to the district court for fact finding on whether the defendant is advertising, distributing, and/or offering goods that are potentially infringing or counterfeit and should clarify that “use in commerce,” pursuant to 15 U.S.C. § 1114, includes more than the mere act of selling goods.
• On August 12, 2019 INTA filed an amicus brief with the Court of Appeal in Santiago, Chile, in the case of *Evercrisp Snack Products de Chile S.A. v. Fisco de Chile*. INTA argued that the court should confirm the trademark owner’s right to freely use its registered distinctive signs in connection with packaged food, pursuant to Article 19 of the Chilean Industrial Property Law.

• On July 22, 2019, INTA filed an amicus brief with the U.S. Supreme Court in the case of *Peter v. NantKwest, Inc.* INTA argued that the Court should affirm the Federal Circuit’s interpretation of the American Rule and Section 145 of the Patent Act and hold that attorney and paralegal fees are not included within the scope of “all the expenses of the proceedings” under Section 145.

• On March 25, 2019, INTA filed an amicus brief with the U.S. Supreme Court in the case of *Iancu v. Brunetti*. INTA argued that the Court should affirm on the basis that trademarks are commercial speech, that governmental regulations thereof are subject to intermediate scrutiny, and that the “immoral or scandalous” provision of Section 2(a) of the Lanham Act is unconstitutional by that standard.

• On February 28, 2019, INTA filed an amicus brief with the French Court of Cassation in the case of *France.com Inc. v. GIE Atout France and the French State*. INTA argued that the Court of Cassation should disregard the Paris Court of Appeal’s reasoning that the French state has an earlier and exclusive right to the name “France,” equivalent to the right that individual people have to their names. INTA further argued that the fundamental principles of public international law do not recognize an exclusive right of states to geographic terms, including country names, which are registrable under the Paris Convention and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

• On January 10, 2019, INTA filed an amicus brief with the World Trade Organization Appellate Body of Dispute Settlement Panel on Australia—Measures Concerning Trademarks and Other Plain Packaging Requirements Applicable to Tobacco Products and Packaging. This brief highlights the errors in the WTO Reports of the Panels, dated June 28, 2018, as well as INTA’s continuing concern that Australia’s plain packaging tobacco law is inconsistent with Australia’s obligations under the TRIPS Agreement—in particular, Article 20.

**View Amicus Briefs.**  
**View Testimony and Submissions on Various Issues Around the World.**

**Board Resolutions Passed (2017–present):**

- Protection of Geographical Indications (November 2019)
- Appointment of Third Party Expert Witnesses in Judicial Anticounterfeiting Cases (May 2019)
- Low Bar to Copyright (May 2019)
- Right of Publicity Minimum Standards (March 2019)
- Guidelines for Examination of Industrial Designs (November 2018)
- Copyright Registration as a Precondition of Infringement Suit (November 2017)
- Copyright Protection for Trademarked Material (September 2017)
- Hague Convention on Recognition and Enforcement of Judgments (September 2017)
- Amendment of the Lanham Act to Include a Rebuttable Presumption of Irreparable Harm (May 2017)
- Madrid Protocol: Dependency Period (March 2017)

**View Board Resolutions.**

**Education**

INTA’s Annual Meeting is the world’s largest gathering of brand owners, trademark professionals, and other IP professionals. INTA’s 141st Annual Meeting, held May 18–22, 2019, in Boston, Massachusetts, USA, drew a record crowd of more than 11,000 registrants.
• **142nd Annual Meeting (2020):** To be announced
• **143rd Annual Meeting (2021):** San Diego, California, USA, May 1–5, 2021

INTA holds two other yearly meetings:
• **Trademark Administrators and Practitioners (TMAP) Meeting:** Arlington, Virginia, USA, October 4–6, 2020
• **Leadership Meeting (for INTA volunteers):** Miami, Florida, USA, November 3–6, 2020

INTA hosts topical conferences and workshops for the IP and business community in different regions throughout the year. The following will take place in the latter part of 2020:
• **2020 Latin America Conference:** Mexico City, Mexico, September 10–11, 2020
• **India Workshop:** Bangalore, India, September 25, 2020

Visit INTA’s Calendar of Events.

2020 Academic Competitions:
• **Annual Saul Lefkowitz Moot Court Competition:** This competition is open to teams of students from accredited law schools throughout the United States.
• **Asia-Pacific Moot Court Competition:** Introduced in 2018, this competition is open to all law students outside the United States. The second annual event was held in Singapore, March 1–2, 2019; 21 law schools from 7 countries participated. The 2019–2020 competition was held in March 2020 with a revised format for this year.
• **Annual Ladas Memorial Award Competition:** This award is presented in student and professional categories for a paper on trademark law or a matter that directly relates to or affects trademarks. The submission process opens each November.
• **Pattishall Medal for Teaching Excellence:** This medal is presented every four years to a university or graduate school academic in the business or legal field for excellence and innovation in teaching subjects related to trademarks and trade identity. It will be presented again in 2020.

Legal Resources
INTA membership gives everyone in a member office access to all of INTA’s Member Resources, including:
• **The Trademark Reporter:** The Trademark Reporter (TMR) has just published its ever-popular U.S. Annual Review, by Theodore H. Davis Jr. and John L. Welch, which is the January–February issue of the TMR. This issue is a review of trademark cases in the United States for the year of Lanham Act administration (approximately July 2018–June 2019), arranged in three parts: ex parte appeals; inter partes proceedings; and litigation in the federal courts and state courts of general jurisdiction.
• **Searchable Guides:** The Guides provide time-saving, practical information on trademark and related areas of law, contributed by seasoned experts throughout the world: Country Guides: Essential Information on Trademark Protection Worldwide; Enforcement: An International Litigation Guide; Trademark Cancellations: International Practice and Procedures; International Opposition Guide: Comparative Practice and Procedures; Practitioner’s Guide to the Madrid Agreement and Madrid Protocol; Geographical Indications, Certification Marks and Collective Marks; and Trade Dress: International Practice and Procedures.
• **Quick-Start Trademark Chart:** Get “quick hit” answers to 18 frequently asked questions across more than 120 jurisdictions with the Quick-Start Trademark Chart. Each response is dynamically pulled from one of INTA’s searchable guides, and you can print out a mini-chart of the answers for any country or any question.
• **Fact Sheets:** More than 70 INTA fact sheets provide answers to basic questions about trademarks and related topics. INTA’s top fact sheets are: Protection of Olympic Trademarks, U.S. Trademark Registrations: Principal Register vs. Supplemental Register, Trademarks vs. Generic Terms, Loss of Trademark Rights, and Marking Requirements.
• **Practitioners’ Checklists:** Help ensure that critical considerations are not forgotten and that details are managed efficiently, with
our series of Practitioners’ Checklists, including our top five checklists: Clearance Search, Assuming Responsibility for a Trademark Portfolio, Cease and Desist, Due Diligence, and Trademark Filings in Foreign Countries.

**Unreal Campaign**
The Unreal Campaign educates young consumers (ages 14–23) about the importance of trademarks and brands and the dangers of counterfeit products. The Campaign does this through student engagement presentations as well as online engagement on Instagram and Facebook. Since its inception in 2012, the Campaign—with the support of Unreal Campaign Committee members and other volunteers—has reached more than 44,000 students in 39 jurisdictions and 118 cities around the world. In 2019, the Campaign reached nearly 11,000 students through 130 student presentations and 2 conferences in 24 jurisdictions.

There are multiple ways to support the Unreal Campaign, including volunteering to host student engagement presentations, donating products to demonstrate real vs. fake for social media campaigns, and becoming a sponsor.

Learn more and get involved: www.unrealcampaign.com

**INTA Officers and Counsel (2020)**

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Ayala Deutsch, NBA Properties, Inc.

**President-Elect**  
Tiki Dare, Oracle Corporation

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**Past President**  
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**Chief Executive Officer**  
Etienne Sanz de Acedo

This update: March 2020  
Next update: May 2020