

What Is INTA?

The International Trademark Association is a global association of brand owners and professionals dedicated to supporting trademarks and related IP to foster consumer trust, economic growth, and innovation.

- **Membership:** INTA's members are more than 7,200 organizations from 191 countries. INTA members collectively contribute almost US \$12 trillion/€8.8 trillion/¥73 trillion to global gross domestic product (GDP) annually. For comparison, the 2016 annual GDP of the top three markets was \$11.2 trillion (China), \$16.4 trillion (EU), and \$18.6 trillion (United States). INTA's member organizations represent some 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 their value to local economies and society at large
 - **Harmonization** – advocating for harmonization of laws and regulations across jurisdictions, resulting in less uncertainty and confusion and fewer violations of local laws and regulations for trademark owners, 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 intellectual property (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

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 different committees, subcommittees, and project teams. The Association's committees form three major groups: Advocacy, Communications, and Resources.

INTA Impact Studies

INTA's Impact Studies Committee commissions and coordinates research projects and studies on behalf of the Association.

- 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 the new gTLD program 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. The report provides estimates on the wider social and economic impacts on displaced economic activity, investment, public fiscal losses, and criminal enforcement.
- INTA and ASIPI collaborated on *Trademarks in Latin America: A study of their economic impact in five countries in the region* (December 2016) to determine the impact of trademark-intensive industries on the economies of Chile, Colombia, Mexico, Panama, and Peru. The study focuses on the contribution of trademarks to the GDP, external trade, tax revenue, foreign direct investment, job creation, employment, and wages.

Policy Development and Advocacy

Testimony and Submissions Submitted on:

- Public consultation on The Hague Convention on Recognition and Enforcement of Judgments (Australian Attorney-General's Office –April 2018)
- Proposed Interim Model for the WHOIS Database (ICANN–April 2018)
- Myanmar's first trademark law (President's Office of Myanmar–April 2018)
- S.2601, extending USPTO fee setting authority (U.S. Senator Coons–April 2018)
- ICANN's proposed Interim Model for the WHOIS Database (European Economic Area DPA's–March 2018)
- Amendment to Section 134 of the Trade Marks Act, 1999 in India (Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India–March 2018)
- Plain packaging (Singapore Ministry of Health–March 2018)
- Strategic plan for Industry 4.0 in Malaysia (Malaysian Ministry of International Trade and Industry–March 2018)
- Brazilian Draft Guidelines on Industrial Designs (INPI–February 2018)
- EUIPO Anti-Scam Network (EUIPO–January 2018)

Amicus Briefs Filed:

- On September 4, 2018, INTA filed an amicus brief with the Supreme Court of the United States in support of the plaintiff in the case of *Fourth Estate Public Benefit Corp. v. Wall-Street.com, LLC*. This case raises the issue of whether the U.S. Copyright Act requires a plaintiff suing for copyright infringement to first obtain a registration from the Copyright Office (“registration approach”), or whether it is enough if the plaintiff has filed an application, deposited the work, and paid the application fee (“application approach”). INTA asks the Court to rule that it is sufficient for a plaintiff to take the “application approach” when suing for copyright infringement under the U.S. Copyright Act.
- On July 11, 2018, INTA filed an amicus brief with the Supreme Court of the United States in the case of *Mission Product Holdings, Inc. v. Tempnology, LLC*. INTA asks the Court to grant certiorari to resolve the circuit split by adopting the Sunbeam rule, which treats the rejection of a debtor-licensor's contractual obligations under a trademark license agreement as a breach but not a termination of the license after a bankruptcy proceeding.
- On January 23, 2018, INTA submitted an amicus brief with the U.S. Court of Appeals for the Federal Circuit in the matter of *NantKwest v. Matal*. INTA's brief urges the court to uphold the decision of the Eastern District of Virginia that an applicant seeking federal district court review of a determination by the Patent Trial and Appeal Board is not required by 35 U.S.C. § 145 to pay attorneys' fees to the Patent and Trademark Office as part of the “expenses” of that proceeding.

Board Resolutions Passed:

- Copyright Registration as a Precondition of Infringement Suit (November 2017)
- Model Design Law Guidelines (November 2017)
- Copyright Protection of 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)

Recent Activities:

- *First Delegation Visit to Papua New Guinea*: In August 2018, INTA organized its first member delegation visit to Papua New Guinea, which included familiarizing the Intellectual Property Office of Papua New Guinea with the Association's work on trademark office practices and harmonization of law and practice across the Asia-Pacific region and the globe.
- *National Trademark Exposition*: In July 2018, INTA participated in the USPTO's National Trademark Exposition at the Smithsonian National Museum of American History in Washington, D.C. INTA's President Tish Berard presented on an anticounterfeiting panel discussing “The Real Dangers and Costs of Fake Goods.” The Unreal Campaign, INTA's teen-oriented consumer awareness program, had an exhibit to inform visitors about the dangers of counterfeiting.
- *Andreas Community Judges Workshop*: In July 2018, The Judicial Training Task Force of INTA's Enforcement Committee, in association with the Andean Community Court and Colombia's Consejo Superior de la Judicature, hosted a workshop in Bogota, Colombia, which addressed trademark rights and the significant role of the Andean Community Court in IP enforcement matters.

- *INTA Delegation to China*: In July 2018, a delegation led by INTA CEO Etienne Sanz de Acedo visited Beijing, China, to build on INTA's 20-year relationship with the country's IP authorities. The delegation discussed IP-related policy issues and shared insights in meetings with the State Intellectual Property Office, the Beijing IP Court, China's Customs, the Ministry of Public Security, the China Trademark Association, and others.
- *Global Trade Development Week*: In July 2018, INTA representatives spoke about anticounterfeiting and illicit trade at the Global Trade Development Week in Shanghai, China.
- *International Seminar on Counterfeit Products*: In July 2018, INTA's Anticounterfeiting Committee, together with the National Customs Service of Iquique, Chile, organized an international seminar in Iquique on detection methods for counterfeit products and border challenges.
- *ASEAN-USPTO Judicial Colloquium*: In June 2018, INTA Board Member Kowit Somwaiya (LawPlus Ltd., Thailand) served as a panelist at the ASEAN Secretariat-USPTO Judicial Colloquium on Civil and Criminal IP Infringement Cases in Bangkok, Thailand, which focused on trademark civil infringement cases.
- *Interpol Operation Project Chain Meeting*: In June 2018, an INTA Anticounterfeiting Committee representative participated in the Interpol Operation Project Chain Meeting in Singapore, a cooperative initiative among brand owners and enforcement authorities of 13 Asia-Pacific countries to share cases, experiences, and best practices related to counterfeit goods and illicit trade.
- *SME Summit in Singapore*: In June 2018, INTA representatives participated in the SME Summit: Enabling SMEs in the Digital Age on June 6 in Sentosa, Singapore—an event organized by the Asia Business Trade Association in cooperation with INTA.
- *Meeting with Chief Justice of Kenya*: In June 2018, INTA CEO Etienne Sanz de Acedo met with Honorable Justice David K. Maraga, EGH, Chief Justice and President of the Supreme Court of Kenya in Nairobi. He briefed him on the Association's activities in the region, including the 2018 Middle East and Africa Conference: Innovation, Investment, and IP, which will take place in Dubai, UAE on December 10-11.
- *Memo of Understanding*: In May 2018, INTA and the Inter-American Association of Intellectual Property (ASIPI), an IP association in Latin America, renewed their cooperation agreement in a signing ceremony at INTA's Annual Meeting in Seattle, Washington.
- *Privacy vs. Public Data Roundtable*: In May 2018, INTA and the International Privacy Professionals (IAPP) hosted a roundtable discussion in Santiago, Chile, on privacy obligations vs. public data.
- *Sports Industry Congressional Briefing*: In April 2018, in celebration of World Intellectual Property Day, INTA hosted a briefing on Capitol Hill in Washington, D.C., in collaboration with the Congressional Trademark Caucus and the Global Innovation Policy Center, which focused on how the sports industry works to ensure strong IP protection for their products and how to stop counterfeit goods from reaching consumers.
- *INTA Delegation to Argentina and Uruguay*: In April 2018, INTA hosted a delegation to Buenos Aires, Argentina, and Montevideo, Uruguay. In Argentina, the Association held a training for trademark examiners at Instituto Nacional de Propiedad Industrial, as well as an Online Counterfeiting Policy Dialogue. In Uruguay, INTA co-sponsored the Third Forum on Enforcement of Intellectual Property Rights: The Role of Intellectual Property Offices, which was hosted by the National Office of Intellectual Property of Uruguay.
- *2018 Beijing Roundtable*: In April 2018, INTA held a roundtable for brand owners and IP professionals in Beijing, China, which explored various types of unfair competition acts on the Internet as well as the issue of parallel imports.
- *Remarks to Spanish Senate*: In April 2018, INTA CEO Etienne Sanz de Acedo addressed the Spanish Senate Culture Committee about INTA's 2018–2021 Strategic Plan, counterfeiting, and other challenges facing brand owners and IP professionals in Spain and around the globe.
- *Policy Dialogue in Thailand*: In March 2018, INTA and the Intellectual Property Association of Thailand (IPAT) co-hosted a policy dialogue in Bangkok, Thailand, to discuss brand restrictions across different industries.
- *IP Protection Seminar in Vietnam*: In March 2018, INTA organized a seminar in Vietnam with WIPO, the Vietnam Chamber of Commerce and Industry, the Vietnam IP Association, and the IP Association of Ho Chi Minh City to discuss the value of trademark and IP protection.
- *2018 INTA India Delegation and Workshop*: In March 2018, an INTA delegation of members and staff traveled to New Delhi and Mumbai. Over the course of three days the delegation met with local IP attachés, the Central Board of Excise and Customs, Invest India, the Department of Industrial Policy & Promotion, the Honorable Justice Prathiba M. Singh of the High Court of Delhi, and the Controller General of Patents, Designs & Trademarks. The 2018 India Workshop, titled "A 'Brand' New Day—Preparing for the Present and Future of Trademarks," covered the preparedness of brands and businesses to adapt to rapidly changing social, technological, and cultural landscapes.

- **INTA Position on Intellectual Property Rights Issues and Brexit:** In February 2018, a high-level INTA delegation met with UK authorities in London, England. The delegation met with the UK Intellectual Property Office, the City of London Police Intellectual Property Crime Unit, the Chartered Institute for Trade Marks Attorneys, and the Chartered Institute for Patent Attorneys. INTA is advocating for pragmatic solutions that trigger minimum disruption of trade, costs, and burden for rights holders for a maximum retention of rights, transparency, and legal certainty.

Education

INTA's **Annual Meeting** is the world's largest gathering of brand owners, trademark professionals, and other IP professionals. In May 2018, nearly 11,000 registrants attended the 140th Annual Meeting in Seattle, Washington—setting a new registration record.

- **141st Annual Meeting:** Boston, Massachusetts, May 18–22, 2019
- **142nd Annual Meeting:** Singapore, April 25–29, 2020

INTA holds two other yearly meetings:

- **Trademark Administrators and Practitioners Meeting:** Orlando, Florida, September 12–14, 2018
- **Leadership Meeting** (for INTA volunteers): New Orleans, Louisiana, November 6–9, 2018

INTA hosts topical conferences for the IP and business community. The following conferences will take place in the remainder of 2018:

- **2018 Asia-Pacific Conference: Looking Beyond Trademarks—Protecting and Leveraging Your Brands for Growth:** Sydney, Australia, October 11–12, 2018
- **2018 Middle East and Africa Conference: Innovation, Investment, and IP:** Dubai, UAE, December 10–11, 2018

Academic Competitions:

- **Annual Saul Lefkowitz Moot Court Competition:** This competition is open to teams of students from accredited law schools throughout the United States. The National Finals of the Oral Argument Competition took place on March 17, 2018, in Washington, D.C. The winner of the 2017–2018 competition is Chicago-Kent College of Law, IIT. Registration for the 2018–2019 competition begins in September 2018.
- **Asia-Pacific Moot Court Competition:** Introduced in 2018, this competition is open to all law students outside the United States. The inaugural event was held in Singapore, February 23–24, 2018, with teams from 23 law schools in eight countries participating. A team from the National University of Singapore won the competition. Registration for the 2018–2019 competition begins in September 2018.
- **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 competition opens in November 2018.
- **Pattishall Medal for Teaching Excellence:** This medal is presented every four years to an educator in the business and legal fields for outstanding instruction in the trademark and trade identity field. 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 Fact Sheets, Practitioners' Checklists, Industry Perspectives papers, and:

- **The Trademark Reporter: *The Trademark Reporter* (TMR)** has published the *United States Annual Review: The Seventieth Year of Administration of the Lanham Act of 1946* (January–February 2018), the *Annual Review of EU Trademark Law: 2017 in Review* (March–April 2018), and the May–June 2018 issue. The TMR's current issue (July–August 2018) contains a comprehensive article challenging the underpinnings of irreparable harm, a provocative commentary critiquing a decision of the UK Supreme Court concerning well-known marks, and a review of a guide targeted to business readers on the legal issues related to brand management.
- **Searchable Guides:** Practical, on-the-ground information covering trademark and related areas of law, contributed by seasoned experts throughout the world:
 - **Country Guides: *Essential Information on Trademark Protection Worldwide*:** focusing on filing, prosecution, registration, and maintenance
 - **Enforcement: *An International Litigation Guide*:** pre-filing requirements, claims for infringement of registered and unregistered marks, emergency measures, early resolution of litigation, evidence, trials and oral hearings, judgment and final orders, post-judgment issues, costs of litigation, and remedies
 - **Trademark Cancellations: *International Practice and Procedures*:** availability of cancellation proceedings, applicable grounds, venue for bringing such proceedings, representation, time frames, estimated costs, and rights of appeal
 - **International Opposition Guide: *Comparative Practice and Procedures*:** general provisions, applicable grounds, alternatives to opposition, opponent issues, filing requirements, post-filing stages and procedures

- **Practitioner's Guide to the Madrid Agreement and Madrid Protocol:** practice and procedure in obtaining, maintaining, licensing and enforcing registrations obtained through the Madrid System; detailed information about how each jurisdiction treats marks extending to it; history of the Madrid treaties, use of the system and strategic considerations of whether, and how, to best use the system
- **Geographical Indications, Certification Marks and Collective Marks:** protection, rights, the application process, opposition, cancellation, enforcement and remedies, post-registration use and proof of use, maintenance and renewal, licensing, assignment, and advertising restrictions
- **Trade Dress: International Practice and Procedures:** clarification of boundaries of protection of trade dress afforded by trademark, design right, copyright, and patent law; exploration of the complexities of enforcing trade dress rights, including available causes of action, standing, jurisdiction, remedies, and defenses; and illustration of points of law in hundreds of separately searchable exhibits

Unreal Campaign

The Unreal Campaign aims to educate teenagers (ages 14–18) about the importance of trademarks and the dangers of counterfeit goods. In 2018, from January to June, the Campaign held 37 student engagement events—34 student presentations in local schools and three exhibits—in 13 countries. In 2017, the Campaign held 51 events in 20 countries.

There are multiple ways to participate in this important Campaign, including sponsorship opportunities, doing student engagement presentations, donating products to demonstrate real vs. fake goods, and sharing stories about counterfeiting for social media campaigns.

[Learn more and get involved.](#)

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