




INTA Studies  
2020 Sponsorship Opportunities

# Brand Restrictions Study



International  
Trademark  
Association



In 2020, INTA is conducting comprehensive research to explore the attitudes and perceptions of Millennials and Gen Zers towards brand restrictions legislation and how such legislation could affect their purchase behavior.

The research will be conducted in Brazil, Chile, Colombia, India, Mexico, Singapore, South Africa, South Korea, Thailand, and the United Kingdom.

***This research will enable you to:***

- Gain deep insights into how Gen Zers and Millennials think about brands, brand restrictions, and government intervention on branding;
- Inform your colleagues and/or clients on how consumers' purchasing behavior may change if brand restriction legislation is implemented; and
- Develop thought leadership capabilities on young consumers' attitudes towards brand restriction legislation.

Exclusive  
**PLATINUM**  
SPONSORSHIP  
**\$50,000**

# PLATINUM

## ***BENEFITS:***

### ***Early Access***

- Early access to data cuts of all ten markets in Excel format and for internal purposes only
- Early access to the Qualitative Report which regroups findings from the landscaping phase and the online communities phase for internal purposes only

### ***Online Visibility***

- Prominent logo placement on the study's download page within INTA's website
- Three posts on INTA's social media platforms written and published by INTA Staff

### ***Visibility in the Final Deliverables***

- Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study

### ***Customized Insights***

- Two questions specifically around your brand and/or sector/industry added to the survey<sup>1</sup>

### ***Professional Meetings and Conferences***

- Sponsor recognition for sponsor representatives at an INTA Annual Meeting and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

1. Adding questions to the survey is dependent on the sponsorship agreement being executed by April 30 and questions are subject to review by INTA.

# **GOLD** SPONSORSHIP **\$25,000**

## **GOLD**

### ***BENEFITS:***

#### ***Early Access***

- Early access to data cuts of five markets in Excel format and for internal purposes only
- Early access to the Qualitative Report which regroups findings from the landscaping phase and the online communities phase for internal purposes only

#### ***Online Visibility***

- Prominent logo placement on the study's download page within INTA's website
- One post on one of INTA's social media platforms written and published by INTA Staff

#### ***Visibility in the Final Deliverables***

- Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study

#### ***Customized Insights***

- One question specifically around your brand or sector/industry added to the survey<sup>1</sup>

#### ***Professional Meetings and Conferences***

- Sponsor recognition for sponsor representatives at an INTA Annual Meeting and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

1. Adding questions to the survey dependent on the sponsorship agreement being executed by April 30 and questions are subject to review by INTA.

# SILVER SPONSORSHIP \$10,000

## SILVER

### ***BENEFITS:***

#### ***Early Access***

- Early access to data cuts of one market in Excel format and for internal purposes only

#### ***Online Visibility***

- Logo placement on the study's download page within INTA's website

#### ***Visibility in the Final Deliverables***

- Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study

#### ***Professional Meetings and Conferences***

- Sponsor recognition for sponsor representatives at an INTA Annual Meeting and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting



Set your organization  
apart as a thought leader.

**SUPPORT OUR  
RESEARCH!**

For more information contact:

Renee Garrahan  
[rgarrahan@inta.org](mailto:rgarrahan@inta.org)  
Tel:+1-212-646-1724



# 2020 Brand Restrictions Study Sponsor

Date: .....

Sponsorship Type:  Platinum  Gold  Silver

Organization: .....

Contact Person: ..... Title: .....

Mailing Address: .....

.....

City: ..... State: ..... Zip Code: .....

Phone: ..... Fax: .....

Email: .....

Company Website / URL: .....

**All communications regarding sponsorship should be directed to Renee Garrahan.**

**Email:** rgarrahan@inta.org / **Direct Phone:** +1-212-646-1724

### **Sponsorship Policy:**

- Sponsorships are not finalized until INTA has received full payment and the sponsorship agreement has been signed.
  - Sponsorships are non-refundable.

# INTA has published six studies which have been well received by the IP community and beyond.

“On that score, according to report published from research firm Frontier Economics this February and commissioned by the International Trademark Association (INTA) and the International Chamber of Commerce, it has been estimated that counterfeiting and piracy could rise to \$2.3 trillion by 2022.”

Article published by Forbes  
(October 24, 2017)  
**21,000+ views online**

2019 Latin America Study  
Media Coverage  
(As of December 1, 2019)

**76**  
pieces of coverage

**123M**  
online readership

**252K**  
estimated coverage views

**1.51K**  
social shares

**46**  
average domain authority

**567K**  
circulation

**8**  
interviews

**23**  
press releases

精密 Jing Daily

Industry Sectors Market Tr

CONSUMER

## What China's Gen Z Really Thinks of the Fake Luxury Market

Jessica Rapp @jrapppp / July 16, 2019

Article published by Jing Daily  
(October 24, 2019)  
**Discusses Gen Z Insights Study**

Article published by WWD  
(July 23, 2019)  
**Discusses Gen Z Insights Study**

**WWD**

BUSINESS / LEGAL

## New Research Finds Aspirational Gen Z Caught in Counterfeit Cycle

Some 79 percent of respondents have purchased counterfeit products in 2018 and only 52 percent expect to purchase fewer in the future.

By Tianwei Zhang on July 23, 2019



# GEN Z Insights: Brands and Counterfeit Products



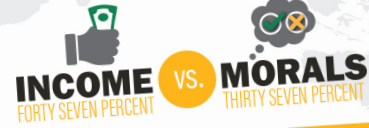
## MEET GEN Z: Around the World

Gen Z is a cohort of individuals born from 1995-2010—often referred to as digital natives. Reports have shown that by 2020, Gen Z will represent the most significant number of consumers globally. An INTA-commissioned research surveyed 4,500+ respondents in 10 countries to understand 1) Gen Z's relationship with brands 2) their attitude and purchase behavior towards brands, and 3) practical vs. ethical considerations when purchasing counterfeit products.



## INFLUENCES

Gen Z's top two influences when it comes to forming opinions about counterfeit products



**3 in 5**

Gen Zers feel they cannot afford the lifestyle they want

**58 PERCENT**

say fake products are easier to find

**81 PERCENT**

say fake products are unsafe

## BARRIERS

When asked about purchasing counterfeit products, GEN Zers said they would not purchase if



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



## GEN Z & brands & COUNTERFEIT PRODUCTS

**93 PERCENT**

have a lot of respect for people's ideas and creations

**85 PERCENT**

have at least heard of intellectual property (IP) rights

**80 PERCENT**

believe that fake products are sold everywhere

**79 PERCENT**

have purchased counterfeit products in the last year

**52 PERCENT**

expect to purchase fewer counterfeit products in the future

China, India, Japan, Russia = countries with the largest percentages of GEN Zers who have any knowledge of IP

## TRADEMARKS IN LATIN AMERICA: Economic Impact in 10 Latin America and Caribbean Countries (LAC)

	Argentina	Brazil	Chile	Colombia	Costa Rica	Dominican Republic	Guatemala	Mexico	Panama	Peru
Population (millions)	44.6	209.2	18.6	49.8	5.0	10.3	17.3	124.7	4.2	32.2
Gross Domestic Product (GDP) (USD billions)	637.6	2,055.1	277.0	314.5	58.3	76.1	75.6	1,151.0	61.8	214.2
Total Employment (in millions workers)	17.6	86.2	7.8	22.4	2.0	4.4	6.1	51.7	1.8	14.6
Average Trademark Registration (from 2007-2017)	66,235	79,572	26,821	22,228	8,951	8,465	7,925	80,203	8,934	19,807

### IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

EMPLOY **35** MILLION PEOPLE

**18 PERCENT**  
of the total WORKFORCE (average)

**22 PERCENT**  
of the GDP (average)

average EXPORT contribution to international trade  
**31 PERCENT**

average IMPORT contribution to international trade  
**34 PERCENT**

### IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



**19% AVERAGE** LAC  
**38% AVERAGE** US  
**48% AVERAGE** EU

### IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE



Asociación Interamericana de la Propiedad Intelectual  
Inter-American Association of Intellectual Property  
Associação Interamericana de Propriedade Intelectual

For the complete report, visit  
[www.asipi.org/biblioteca/download/impactstudy/](http://www.asipi.org/biblioteca/download/impactstudy/) or [www.inta.org/impactstudies](http://www.inta.org/impactstudies)

The statistics above are all sourced from the joint study by the Inter-American Association of Intellectual Property and the International Trademark Association on Trademarks in Latin America: Economic Impact in 10 Latin American and Caribbean Countries published in October 2019 © ASIPI and INTA. All rights reserved.





TO VIEW PAST STUDIES, VISIT

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