



## **INTA Bulletin Mini-Guide**

The **INTA Bulletin** features news about brands and intellectual property with a focus on trademark law and practice for an international audience of brand owners, in-house and outside counsel, paralegals, legal assistants, professors, and students.

Every issue of the *INTA Bulletin* is distributed to the entire INTA membership. There are over 34,000 members working at more than 6,500 member-organizations in 185 countries, as follows (as of June 2021):

- Africa and the Middle East: 469
- Asia: 1,268
- Europe: 1,731
- Latin America and the Caribbean: 662
- North America: 2,154

All INTA members are welcome to contribute to the *INTA Bulletin*. This guide is intended for all INTA members not currently serving on the INTA Bulletins Committee. It provides general guidelines for all *INTA Bulletin* contributors, as well as specific guidelines for **Feature articles** and **Law & Practice updates / IP Snippets**.

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## Topic Proposals

All INTA members are eligible to write for the *INTA Bulletin*. However, before writing or submitting an article for publication, authors *must* confirm that their topic is available and appropriate for the *INTA Bulletin*. Pre-written articles that are submitted without approval may be rejected.

Send your topic proposals to your contact on the INTA Bulletin editorial team at [bulletin@inta.org](mailto:bulletin@inta.org).

## General Guidelines

Once a topic is approved, authors should pay close attention to the following general guidelines:

<b>“News Hook”</b>	Identify the most critical piece of information that you want to convey to the reader and start the article with this.	<b>Objectivity</b>	Write objectively—provide facts, not opinions or judgments. <b><i>Contributors are not permitted to write or verify articles about a topic or case in which they or their firm is directly involved.</i></b>
<b>Style</b>	Because the readers are so diverse, articles should be clear, simple, and short. Write clearly and succinctly. Use language that a worldwide audience can easily understand. Avoid legal jargon and colloquial language. Keep in mind that the Bulletin is not a law journal.	<b>Headline</b>	Authors should submit all articles with headlines. Keep headlines short. Law & Practice headlines should focus on the nature and importance of the development rather than the parties or marks at issue, beginning with the jurisdiction at issue, followed by a colon and the title of the article.
<b>Names and Titles</b>	Be sure the names, companies, and titles are correct. For first mention of individual names and companies, provide full name, company name, and country. For subsequent mentions, only use the salutation and last name.	<b>Byline</b>	Include the author’s first and last name, company, city, country, and committee and subcommittee affiliation (if the author is a committee member). Include this information <i>within</i> the article Word document itself.
<b>Terminology</b>	Be careful when describing a legislature or court action. The terms “passage by the legislature,” “enactment,” “implementation,” and “issuance” may mean the same <u>or</u> different things. Terms should be used consistently throughout an item (e.g., EC Treaty, Treaty of Rome).	<b>References and Citations</b>	Provide links to any outside sources referenced in the article (research, news articles, other <i>INTA Bulletin</i> articles or inta.org pages, etc.).  Provide complete case citations, including docket number, court, and date of decision..  Do not use footnotes.

<b>Abbreviations</b>	Spell out first instance of organization or special terms followed by the abbreviation in parentheses in first mention. Then use abbreviation in all subsequent mentions.	<b>Images</b>	Provide in separate file, high resolution JPEG, TIPP, EPS, or PDF format. Do not embed images in Microsoft Word documents. Indicate the source of the image if copyright permission must be obtained.
<b>Links</b>	Provide relevant URL links.	<b>Format</b>	Microsoft Word, 11 point Times New Roman, single-spacing, with minimal formatting.
<b>Timeliness</b>	Law & Practice items should be submitted at the very latest within <u>3 months</u> of the development or <u>6 weeks</u> of publication of the case / law / regulation.	<b>Length</b>	<b>Features</b> , 1000-2000 words <b>Law &amp; Practice/IP Snippets</b> , 300-400 words
<b>Deadlines</b>	Submission deadlines for upcoming issues of the INTA Bulletin will be provided when the article topic is approved.	<b>Copyright</b>	INTA owns the copyright for each article that appears in the <i>INTA Bulletin</i> .
<b>Editorial Review</b>	All articles are subject to the editorial discretion of the <i>INTA Bulletin</i> editorial team. Editors are not required to show the article to the writer before publishing. If only stylistic changes are made, the author will not be consulted.	<b>Republication</b>	INTA will not publish articles that have already appeared in other publications or that have already been published on a firm's website or print materials. Contributors should therefore only submit original articles.

Click [here](#) for more detail on these general guidelines.

## Feature Articles

**Option #1 – Trademark Law Trends and Practice Issues:** These Feature articles cover the following topics:

- major developments in trademark law
- comparisons of how an issue is treated among different countries and regions
- best practices in trademark law
- intersection of trademark law with other areas of law and business
- career information

Articles may also pertain to related matters such as company name registration, licensing, and counterfeiting. Copyright and patent matters generally are covered only if they relate to trademark matters. These articles should not be opinion pieces, nor law review articles.

**Option #2 – Beyond Trademarks:** These Feature articles cover topics relating more broadly to brands, such as:

- The business value of brands
- The contribution of brands to economies and society
- Brand equity
- The impact of innovation, technology, and change on brands

### ***Topics for Articles***

Writers of Feature articles have fairly wide leeway in determining article subjects. If you are unsure if a topic idea fits within the scope defined above, please consult with *INTA Bulletin* editorial team.

**All topics must be approved by the INTA Bulletins editorial team.** When submitting an article topic for approval, please provide the following information:

- the topic;
- the perspective to be taken on the topic;
- any particular cases, laws, or regulations that will be covered;
- the country or countries to be covered;
- any assistance that will be needed from other people (such as co-authors or trademark office officials);
- the proposed deadline for submission of the article; and
- any time sensitivity for the topic.

## Law & Practice / IP Snippets

**Option #1 – Law & Practice:** The *INTA Bulletin* Law & Practice section alerts INTA members to proposed and actual trademark law developments that are likely to affect their business or practice, including:

- proposed or enacted changes in a national law
- discussions leading to promulgation of a treaty or other international agreement
- changes in examination or registration procedures
- court/administrative decisions that either alter a country’s law or interpret for the first time a provision in a country’s law

Articles should pertain to trademark matters. Articles may also pertain to related matters such as company name registration, licensing, designs, domain name matters, indigenous rights, right to publicity, unfair competition, and geographic indications. Articles covering issues relating to data protection will also be considered but must include an explanation of the implications for trademarks / brand owners / IP practitioners. Articles covering these topics are subject to approval by the Subcommittee Co-Chairs / editorial team.

Law & Practice articles typically cover recent cases or statutory changes. If a related topic—such as important news impacting trademark law in your country—arises, please first contact the *INTA Bulletin* editorial team. Copyright, patent, and advertising matters generally are not covered unless they have some relevance to trademark matters.

If you are unsure if your submission meets these criteria, please discuss with the *INTA Bulletin* editorial team. For example, non-precedential TTAB decisions in the United States are typically not covered in the *INTA Bulletin* unless they clearly meet the above criteria and are approved by the *INTA Bulletin* editorial team.

**Option #2 – IP Snippets:** Contributors can cover trademark / IP news and developments which may be of interest to the *INTA Bulletin* readers but do not necessarily affect their business or practice. For example:

- In 2017, pictorial representations of the Taj Mahal Palace were registered as “image trademarks” and was likely the first instance of such rights being granted in India.
- Also in 2017, there was a notable increase in trademark filings attributed to political, cultural or newsworthy events, such as a “blockchain” or “fidget spinner.”

For these articles, please send your proposed topic idea to the *INTA Bulletin* editorial team prior to writing to determine if it is appropriate for publication.

## Law & Practice Submission Guidelines

Certain information should be included in every submission. Refer to the below *INTA Bulletin Law & Practice Checklist* below.

In general, Law & Practice items should be presented as follows:

- The first paragraph should be no more than two or three sentences long and should identify:
  - (i) **who** are the parties/legislature/court
  - (ii) **what** has happened or will happen
  - (iii) **when** the development happened
  - (iv) **where** the development happened
  - (v) **why** the development is noteworthy
- Subsequent paragraphs explain in greater detail:
  - (i) background information
  - (ii) how the development will alter current law and practice
  - (iii) the issue's impact on trademark owners

Developments can and should be reported in stages if all information is not available at once. For example, a brief submission stating that Country X is considering revisions to its trademark law should be followed up with another submission when public comments have been made or when the law has been enacted. Similarly, it should be stated whether a low-level decision may be (or has been) appealed. If the decision is subsequently appealed, the author should follow up with another submission.

Clearly identify quotations from case decisions or other materials and provide appropriate citations.

### **Verification**

The *Bulletin's* reputation depends on the accuracy and dependability of the information it contains. Therefore, all Law & Practice items **must** be verified by an independent source. Unverified items will not be published except in extraordinary circumstances.

It is the reporter's responsibility to have the item verified before submitting it to the *INTA Bulletin* editorial team.

Reporters should look for a Verifier in one of the following groups (listed in order of preference):

1. INTA Bulletins Committee Members
2. Other INTA Committee Members from applicable country
3. Other INTA Members from applicable country
4. *INTA Bulletin* editorial team suggestions (e.g., local counsel or other associate/agent from applicable country)
5. Colleagues who are not INTA members. If the Verifier is not affiliated with an INTA member, the Managing Editor must be supplied with the Verifier's name, address, telephone number and email address.

Consult the INTA Membership Directory on INTA's website for lists of members by country and by committee.

### ***The Verifier's Responsibility***

A Verifier is required to check the information in the article in at least one independent, respected source to ensure the accuracy of all facts. If a conflict or inaccuracy is found, the verifier should contact the writer and discuss necessary changes. Verifiers should be especially careful of language regarding court decisions that are not final (e.g., use "alleged" infringement or crime). Before sending an article to the *INTA Bulletin* editorial team, the Verifier must make sure that the article is correct in its entirety. The Verifier's name will be included in the byline.

The Verifier is not responsible for editing or proofreading the article.

If the article has been independently translated, the Verifier should review both the original and translated versions of the article to check and confirm the accuracy of the translation.

### ***Translation***

When an article is originally written in the author's native language and independently translated into English by a third party prior to submission, both the original and translated versions of the article must be sent to the Verifier so that the Verifier can review both versions and assist in checking the accuracy of the translation.

The author should provide the translator's byline when submitting the article to the *INTA Bulletin* editorial team.

### ***Attribution of Law & Practice Items***

Each *Bulletin* item includes the names of the individuals that prepared the item for publication.

1. **Contributor:** the writer of the article
2. **Verifier:** the individual who verified the accuracy of the item
3. **Translator:** If applicable
4. **Source:** the source of the information if the information was derived from another publication or a press release

Most items will have only a **Contributor** and **Verifier**. A **Translator** and **Source** will be credited in appropriate circumstances.

Submit a byline at the beginning of the article using the following format:

Name, firm or company, city, state, country, and committee/subcommittee affiliation

Include this information *within* the article Word document itself. Do not simply include it in a cover email.

## **INTA Bulletin Law & Practice Submission Checklist**

The following information should be included in each submission:

### ***Statutory or Procedural Changes***

- \_\_\_\_\_ Date of development/action
- \_\_\_\_\_ Status (e.g., proposed, approved, enacted, subject to appeal)
- \_\_\_\_\_ Name of the entity taking action (e.g., Congress, Trademark Office)
- \_\_\_\_\_ Actual or projected date of enactment or implementation (effective date)
- \_\_\_\_\_ Description of provisions
- \_\_\_\_\_ Nature of change (statutory, administrative, procedural)
- \_\_\_\_\_ Significance of development
- \_\_\_\_\_ English translation of law or amendment (if available) for INTA files

### ***Case Law Developments***

- \_\_\_\_\_ Date of decision
- \_\_\_\_\_ Name of court, tribunal or other body rendering the decision
- \_\_\_\_\_ Status of decision (e.g., final, subject to appeal)
- \_\_\_\_\_ Names of plaintiff(s) and defendant(s)
- \_\_\_\_\_ Brief description of facts
- \_\_\_\_\_ Brief description of decision and its basis
- \_\_\_\_\_ Significance of decision, including what distinguishes it from other cases
- \_\_\_\_\_ Official citation, if available, and indication whether decision was published
- \_\_\_\_\_ Images, especially if the case involves trade dress or a design mark
- \_\_\_\_\_ English translation of decision (if available) for INTA files

## **INTA Bulletin Article Editorial Process**

### **Stage 1: Topic Proposal – With Senior Content Coordinator** (Topic is being considered)

- Author sends topic proposal to Senior Content Coordinator
- Editorial team reviews proposal and, if necessary, consults relevant INTA Bulletins Subcommittee Co-Chairs
  - Further information may be requested
  - If necessary, INTA Bulletins Committee Chair and Vice Chair are consulted
- Subcommittee Co-Chairs and editorial team approve / reject the proposed topic

### **Stage 2: Awaiting 1<sup>st</sup> Draft – With Author** (Approved article is being drafted by author)

- Author writes first draft
- If the article is a Law & Practice Update or IP Snippet, the article is also verified at this stage ([see verification](#))
  - If necessary, the Senior Content Coordinator and INTA Bulletins Committee can assist.

### **Stage 3: Submitted – With Senior Content Coordinator** (First draft is under review)

- Author sends first draft to Senior Content Coordinator
- Senior Content Coordinator does a quick review
- If need be, article is returned to author to address initial comments from Senior Content Coordinator

### **Stage 4: In Editing – With Senior Content Coordinator** (Article is with editorial team for editing)

- INTA Bulletins Committee Co-Chairs and editorial team review and edit article
- There may be some back and forth with the author as editors' queries are resolved
- Once all queries are resolved, article is sent to copyeditor for final edit
- Editorial team reviews copyedits and prepares article for publication

### **Stage 5: Publication Pending** (Article is ready for publication)

- Article is assigned to an upcoming issue of the *INTA Bulletin*

### **Stage 6: Published**

- Article is published