



International
Trademark
Association

2018 ANNUAL REPORT

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

TABLE OF CONTENTS

04	A Message from Our Leadership	20	First Asia-Pacific Moot Court
05	Elevating [Key Policy Issues]	22	Engaging the Judiciary
08	Preparing for Brexit	24	2018 Meetings and Conferences
10	Anticounterfeiting and FTZs	25	Evolving [Into the Future]
12	Data Privacy and Domain Names	28	Innovation and IP
13	Brand Restrictions	30	Impact of New Technology
14	2018 Membership	31	E-Learning
15	Engaging [Members and New Audiences]	32	Unreal Campaign in South Africa
18	Working with Purpose	34	2018–2021 Strategic Plan

A MESSAGE FROM OUR LEADERSHIP



Tish L. Berard
2018 President

The International Trademark Association (INTA) began 2018 with an updated mission statement and a new four-year Strategic Plan. This has both broadened our scope and given us a strong sense of purpose and direction, and this year, we have made great strides in pursuing our mission and achieving our strategic objectives.

In the pages that follow, we highlight many of our achievements in 2018, which, together, demonstrate how the Association is advancing, in terms of how we are expanding our global impact and influence and how we serve our core constituents: our members.



Etienne Sanz de Acedo
CEO

INTA is a volunteer-run organization, and it is our priority to provide all of our members with meaningful ways to engage with the Association and, indeed, with one another. By enabling members to connect, collaborate, and contribute more effectively to the work we carry out globally, we can bolster our influence and better serve the INTA membership and other stakeholders.

This also helps us to retain a strong sense of community, which permeates throughout our Board of Directors; our committee and project team volunteers and leadership; our staff; and our membership. It energizes our work, and importantly, it plays a role in helping our members move forward in their careers and in helping INTA progress in our educational, advocacy, and other efforts.



David Lossignol
2019 President

With the voices of our global membership driving our Association, we are pleased to give space in this Annual Report to our community. Presented largely through a series of interviews with member volunteers, this Annual Report focuses on specific activities and accomplishments that demonstrate how INTA is (1) elevating key policy issues; (2) engaging members and new audiences; and (3) evolving into the future. These member stories also highlight our Association's unique culture and illustrate how the collective passion and personality of the INTA community contributes to our success.

NOTES FROM TWO OF OUR BOARD MEMBERS



“All of us, working together under President Tish Berard, furthered INTA's success as an innovative and forward-thinking Association. We build on each other's ideas and inspiration.”

— **Uche Nwokocha**,
Aluko & Oyeboode, Nigeria

“INTA's growth, especially in global membership and geographic reach, bodes well for our members, our industry, and society at large.”

— **Kowit Somwaiya**
LawPlus Ltd., Thailand



An aerial photograph of a terraced agricultural field, showing a series of parallel, slightly curved ridges and furrows. The terrain is reddish-brown, and there are several small, green trees and shrubs scattered across the landscape. A white rectangular box with a thin black border is centered in the middle of the image, containing the word "ELEVATING" in bold, white, uppercase letters.

ELEVATING

ELEVATING

[Key Policy Issues]

Brands have huge potential to grow in today's integrated global economy, which puts a great responsibility on brand owners and professionals.

INTA's advocacy strategy in 2018 advanced the Association's focus on a number of fronts, and included efforts to: improve and harmonize protection of trademarks and related intellectual property (IP) rights; develop strong laws and efficient practices that are more relevant and more robust for brand owners and consumers; and demonstrate how the value of brands impacts the economy and society worldwide and how the work of IP professionals impacts brand value.

As an independent voice representing 7,200+ member organizations in 187 countries, INTA continued to bring unique and valued insights to discussions in national legislatures and international forums. Following the Association's already long tradition of providing guidance to courts by filing amicus curiae briefs—three were filed in 2018—and of supporting IP offices, customs authorities, and tribunals, with education and training, we branched out even further as new issues warranted attention. As INTA's global reach continued to expand, and thanks to our presence on the ground through offices and consultants in seven countries, these activities reached more and more parts of the world, including many emerging markets with the fastest-growing consumer classes.

Some of these activities were carried

out at the highest levels of government. In Washington, D.C., INTA continued to work closely with the U.S. Congressional Trademark Caucus, which grew to 30 members during 2018. In particular, we took part in numerous briefings on Capitol Hill, including one on counterfeiting and the sports industry in April. INTA continued our collaboration with the National Association of Secretaries of States (NASS), providing education and resources and presenting at the NASS's annual conference.

Across the Atlantic, in April, INTA spoke before the Spanish Senate Culture Committee, emphasizing IP's contribution to national economies and discussing the IP-related challenges brand owners face in Europe, including counterfeiting and piracy. And, Association leadership traveled to Kenya in June to brief members of the Kenya National Assembly, among others, and strengthen ties to enforce the rights of brand owners.

As part of INTA's endeavors in Southeast Asia, we demonstrated our support for education and training to help companies' efforts to increase brand value. For example, INTA collaborated with the local government and non-government authorities to organize a seminar for Vietnamese companies in February

in Ho Chi Minh City, Vietnam. This afforded us the opportunity to present a clear correlation between economic development and the trademark intensity of an economy—an important message for the officials present about supporting brands and enforcing trademark protection.

On a broader scale, brand value is a topic of great interest for the Association. To take a deeper dive into this issue, we established the Brand Value Special Task Force in March.

On a day-to-day basis, INTA worked closely with IP offices around the world to promote the value of trademarks to economies and society. In 2018, INTA, in November, signed a Memorandum of Understanding (MoU) with the Canadian Intellectual Property Office, and we renewed our MoUs with the General Administration of Customs of China and the Italian Patent and Trademark Office. This cooperation is vital to ensure that the interests of brand owners and IP professionals are properly represented and that trademark systems function effectively. In addition, we participated in IP office events that brought consumers' attention to critical issues, such as a presentation on anticounterfeiting by 2018 President Tish L. Berard at the U.S. Patent and Trademark Office's well-attended National Trademark Exposition in Washington, D.C., in July.

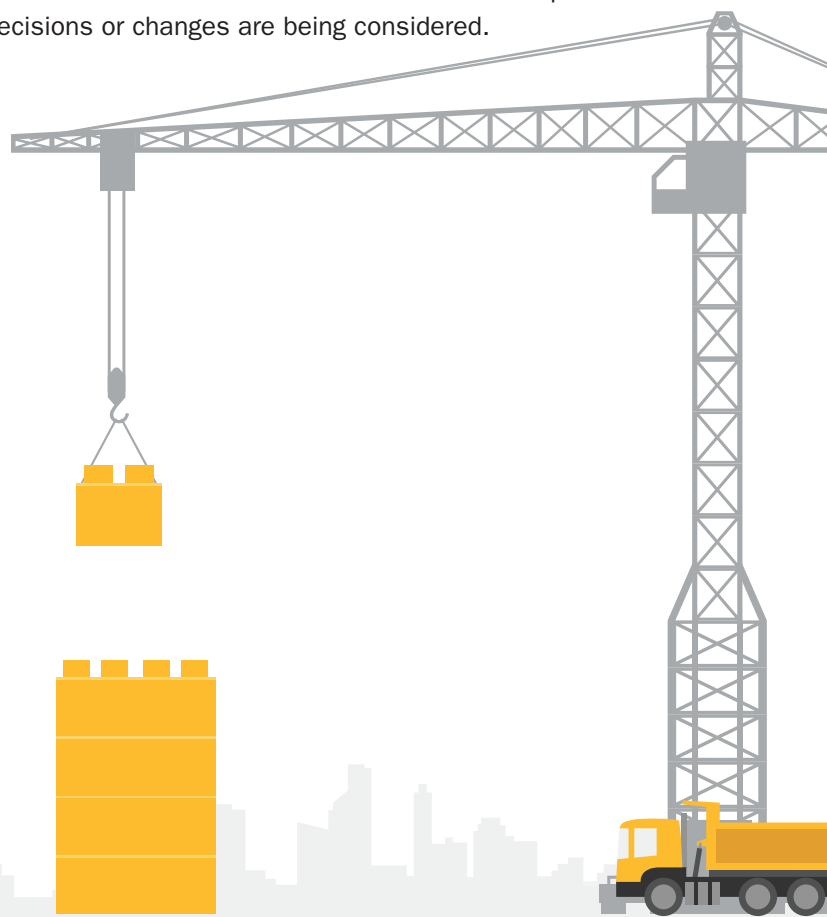
In the same vein, the Association reinforced collaborations with IP organizations as well as built bridges with non-IP groups tackling similar issues and challenges. For example, INTA President-Elect David Lossignol took part in a panel on brand restrictions at the China Trademark Association Festival in June, voicing the Association's concerns about the impact of brand restrictions on health and safety, the proliferation of counterfeit goods, and IP rights.

This was one of many ongoing dialogues on brand restrictions. Brand restrictions have increasingly come under INTA's watch as more countries consider or implement them and as the targets expand from tobacco to other products. As part of our efforts to address this critical issue, the Association began formulating our response to the World Trade

Organization's Dispute Settlement Panel ruling in June that upheld Australia's law requiring tobacco products be sold in plain packages. We also partnered with other international organizations to gain the attention of governments considering brand restrictions.

In recent years, and recognizing that holistic brand protection in the modern world goes beyond trademarks, INTA also has been developing our work on related IP rights. An example of this is the Resolution on Guidelines for Examination of Industrial Designs, approved by the Board in November. This comprehensive document, which was compiled by the Designs Committee, will be an invaluable tool to help promote understanding and harmonization of practice in the field of designs, an increasingly important means for furthering brand protection.

Brands have huge potential to grow in today's integrated global economy, which puts a great responsibility on brand owners and professionals. By advancing and elevating key issues before the relevant authorities and stakeholders, INTA is helping to ensure that our interests are heard and understood whenever important decisions or changes are being considered.



PREPARING for BREXIT



“Volunteering as part of the Brexit Task Force has been a very positive experience. It’s fulfilling to contribute to INTA’s development and articulation of proposals in response to the challenges arising from Brexit. Working together, INTA volunteers and staff can ensure that representations are made to the relevant EU and UK authorities so that the rights of trademark holders continue to be protected as much as possible. We have already had feedback from IP offices which shows that our contributions are valued. It’s good to be able to get involved and try to make a difference rather than just watching from the sidelines!”

→ **RICHARD PLAISTOWE**
 PRINCIPAL ASSOCIATE,
 MILLS & REEVE,
 UNITED KINGDOM
*Brexit Cross-Committees Task Force,
 and Parallel Imports Committee*

INTA worked diligently since June 2016 on myriad complex issues facing IP rights holders ahead of the United Kingdom’s scheduled exit from the European Union. In 2018, both the EU and UK governments have been making preparations for a withdrawal agreement as well as for a “no-deal” Brexit. The UK also published draft regulations to provide for the continued protection of EU trademarks and Community designs in the event of no deal.

Throughout the year, INTA met with EU and UK representatives, submitted numerous comments and recommendations, and kept members informed of developments. Our ongoing communications to membership included presentations at the Association’s conferences, a webinar, articles in the *INTA Bulletin*, and a dedicated and regularly updated Brexit Topic Portal on the INTA website. Among the issues that the Association focused on in 2018 were:

- Continued protection for EU trademarks and registered Community designs in the UK;
- Rules regarding international registrations under the Madrid and Hague Systems;
- The proposed new UK geographical indication scheme;
- Transitional measures regarding .eu domain names;
- Enforcement of IP rights; and
- Exhaustion of rights.

Richard Plaistowe (Mills & Reeve, UK) is a member of both INTA’s Brexit Cross-Committees Task Force and Parallel Imports Committee, having led the Brexit Working Group on Exhaustion of Rights since March 2018. He says that INTA’s Brexit Task Force “has left no stone unturned” since it was formed in March 2017 as a successor to, and merger of, previous INTA volunteer groups already focusing on Brexit-related issues. “The Task Force has been very active, and our proactive advocacy has been welcomed, particularly by UK government and EU representatives,” he adds.

INTA has focused much attention in the past year on exhaustion of rights. In July, the Association sent a letter to the CEO of the UK Intellectual Property Office (UKIPO) strongly supporting the adoption of a national (UK only) exhaustion regime, or if membership of the European Economic Area continues, a regional exhaustion regime. The letter included details of

amendments that would need to be made to the UK Trade Marks Act 1994 to implement national exhaustion.

Another important topic is enforcement of IP rights, and in December, INTA published a paper noting that concerns remain over issues not addressed in the Draft Withdrawal Agreement between the UK and EU. These include IP border measures, law enforcement collaboration, participation in the European Observatory on Infringements of IP Rights, and jurisdiction and recognition of judgments.

While much work has been done by the UK government on the main IP issues related to the withdrawal, including ensuring continued protection of registered rights, Mr. Plaistowe says brand owners should pay particular attention to a number of areas post-Brexit, including:

- Reviewing trademark filing strategy;
- Monitoring use of trademarks post-Brexit where use has hitherto been only in the UK or in the EU27, as these trademarks may later be vulnerable to attack for non-use;
- Ensuring that licenses and security interests are recorded at both the UKIPO and the EU Intellectual Property Office (EUIPO), where appropriate;
- Reviewing contracts covering the EU, including license, coexistence, and distribution agreements, to ensure that they are “Brexit-proof”;
- Taking into account the impact of Brexit on UKIPO and EUIPO opposition and invalidation proceedings; and
- Ensuring .eu domains are registered in the name of an EU27 individual or entity.

In the event of a no-deal Brexit, Mr. Plaistowe points out, “While the draft UK regulations are pretty comprehensive, there is devil in the detail, and we think we have picked up the most critical issues that need to be resolved. INTA continues to be active in advocacy to keep IP high up on the Brexit agenda, and ensure that brand owners’ concerns are addressed.”

AMICUS CURIAE

In 2018, INTA filed three amicus curiae briefs to weigh in on critical issues.

JANUARY 23

NantKwest v. Matal
(U.S. Court of Appeals
for the Federal Circuit)

JULY 11

*Mission Product Holdings,
Inc. v. Tempnology, LLC*
(U.S. Supreme Court)

SEPTEMBER 4

*Fourth Estate Public
Benefit Corp. v.
Wall-Street.com, LLC*
(U.S. Supreme Court)

ANTICOUNTERFEITING and FTZs



Working on the projects within the Anticounterfeiting Committee has been a rewarding experience not only professionally but also personally. Personally, I had the chance to get to know many relevant professionals from around the world, and I came to learn from their contributions to the Committee. Professionally, the work has given me insight into certain topics which I did not have much knowledge of previously and thus helped me broaden my professional horizon.

→ **HEIKE BHONSLE**
 BRAND PROTECTION DIRECTOR,
 GLOBAL IP, CROCS, INC,
 USA
*Anticounterfeiting—Latin America
 and Caribbean Subcommittee*

What have been the highlights for you regarding INTA's anticounterfeiting work in Latin America in the past year?

This year, I've participated on a cross-regional project team of Committee members working to establish global anticounterfeiting policy positions of the Anticounterfeiting Committee. The project team is focused on the issue of free trade zones (FTZs). On September 3, 2018, the Committee submitted comments to the Organization for Economic Co-operation and Development (OECD) on their draft *Guidance on Countering Illicit Trade: Transparency in Free Trade Zones*. In addition, we conducted a global survey that included 24 countries in Latin America and the Caribbean, to better understand the various procedures and enforcement practices in the different zones.

What did your project team discover with regards to anticounterfeiting issues encountered in FTZs?

In the initial survey, we raised several questions specific to the region's FTZs. We wanted to know if authorities were authorized to act on counterfeiting and goods in transit in FTZs; if there were specific regulations; and if, in practice, the authorities were actively pursuing enforcement actions. We discovered that, even though legislation exists and authorities are allowed to enforce those laws, levels of enforcement varied in each zone.

What were the points raised in INTA's suggested modifications to the OECD Draft Guidelines?

In July, OECD opened a public consultation on the draft guidelines with the purpose of reducing illicit trade while maintaining the benefits from the facilitation of legal trade in FTZs. The guidance serves as an international code of conduct for the different zones with the aim of certifying compliant zones. INTA submitted comments with the aim of strengthening anticounterfeiting enforcement and standards in the zones.

INTA suggested modifications to the draft *Guidance*, which included the addition of health and safety risks, as well as consumer protection and product safety regulations, especially for pharmaceutical products, which can be assembled in FTZs.

Due to noncompliance with these regulations, the safety of such products would be diminished as specific regulatory requirements could be circumvented in those FTZs.

In our comments, we also suggested that repeat offenders, who avoid criminal prosecution by declaring their merchandise abandoned or agreeing to destruction, should be banned from operating in the FTZ.

Transparency is to be increased by the provision of critical data, such as information regarding the importers and exporters, as well as statistics on counterfeiting activities. This could be facilitated electronically.

Finally, task forces should be created to increase the presence of law enforcement/customs agents placed directly into the zones to improve monitoring and enforcement capabilities.

Looking ahead, what key points should trademark practitioners be aware of regarding FTZs, and what can they do to support INTA's work in this area?

First is the ability of counterfeiters to take advantage of the FTZs to transport their counterfeit goods globally, whether they are using the zones to transship their products or assemble counterfeit products. Practitioners should assist INTA in its efforts to advocate for best practices in those zones as well as for FTZs to adhere to a common code of conduct. Members can provide information about their experience in FTZs, particularly in regard to problems they have encountered when enforcing or trying to enforce IP rights. In February 2018, the Anticounterfeiting Committee began seeking input through a survey requesting information on the zones, and welcomes any feedback practitioners may have.

ANTICOUNTERFEITING COMMITTEE

The Anticounterfeiting Committee conducted nine trainings in 2018 for customs officials, allowing brand owners the opportunity to network with enforcement officials while providing brand identification education.

Trainings took place in

IQUIQUE, CHILE / BOGOTÁ, COLOMBIA /
MEXICO CITY, MEXICO / LAGOS, NIGERIA /
United States: ATLANTA, GEORGIA / LONG BEACH,
CALIFORNIA / NEW ORLEANS, LOUISIANA / QUEENS,
NEW YORK / SEATTLE, WASHINGTON

DATA PRIVACY and DOMAIN NAMES



→ **BRADLEY SILVER**
 CHIEF INTELLECTUAL PROPERTY
 COUNSEL, WARNERMEDIA,
 USA
*Internet Committee, and
 Africa Global Advisory Council*

“Being chair of the Internet Committee’s WHOIS/RDS Subcommittee has been an edifying and stimulating experience, which I’ve enjoyed from both a personal and professional perspective. It’s given me an opportunity to support INTA’s work on an important enforcement issue facing brand owners in the online environment right now, which has also dovetailed nicely with my professional responsibilities at WarnerMedia. I’ve definitely gained in knowledge from working closely with experts; I think every leadership role provides a measure of growth, and this was no exception.”

What is the function of the Internet Committee?

We focus on issues related to the WHOIS directory, which tells you who the domain name registrant is and various other details about the registration. This information is very valuable to brand owners. For me, as Chief IP Counsel for WarnerMedia, having access to this information is critical to IP enforcement.

We started 2018 at a pivotal time in the history of WHOIS. The EU’s General Data Protection Regulation (GDPR) came into force in May 2018, and we anticipated implications for WHOIS data access. A major debate centered on how far information redactions should go and how the Internet Corporation for Assigned Names and Numbers (ICANN) should enforce them. ICANN put in place a temporary policy, also in May 2018. This was not a consensus policy and deferred many of the important issues to the community to decide on a permanent policy, with a deadline of May 2019 (when the temporary policy expires).

Our role was to get the IP perspective heard both inside and outside ICANN as this process unfolded. We felt that ICANN’s temporary policy went further than was necessary or required by the law, and I’m very concerned that we could be headed toward an uncertain environment where our ability to access redacted content is still unclear.

What has INTA been doing the past year?

As an active participant in ICANN and member of the IP Constituency [a stakeholder group of the Generic Names Supporting Organization charged with advising the ICANN Board on policy issues relating to the management of the domain name system], we wanted to see how we could

encourage brand owners to become involved in advocacy and education. We also put together the WHOIS Toolkit, published in June 2018, explaining what you can now do as a brand owner to meet IP enforcement challenges while most WHOIS registrant data remains redacted under ICANN's policies

Brand owner experience has been that nine times out of ten, the domain name registrars don't provide the data or don't even respond to requests, so there is great uncertainty among brand owners, consumer protection advocates, and cybersecurity professionals about what they're supposed to do. We wanted to give INTA members practical tools for enforcement, since the bulk of WHOIS data was suddenly unavailable.

How can the IP community contribute to this effort?

We began collecting user experiences, so INTA set up an email address (whoischallenges@inta.org) encouraging users to confidentially share stories about their experiences. This helps us create a narrative based on real experiences. Those narratives are an important element of our advocacy, and they reflect the conclusions of broader studies by others that have recently been concluded. It's important to show that these are pressing and legitimate consumer protection issues, not just about protecting the interests of companies. INTA also sent letters to European data protection authorities, and we held a series of meetings with government officials in the EU, and supported other members' participation in various panels and policy discussions.

It's important to ensure that as many folks as possible from the global trademark community are aware of what's going on. Other communities, such as the registrars and registries, have very entrenched interests in this debate, for example, regarding the next expansion of generic top-level domains. INTA members have a substantial presence at ICANN meetings, but having even more of us there would only make our voice louder.

→ BRAND RESTRICTIONS

In 2018, INTA addressed brand restrictions in submissions in four countries.

- Canada
- Singapore
- South Africa
- Thailand

The Association has weighed in on this issue in **23** countries to date (through year-end 2018).

“The primary concerns are that plain packaging laws violate international and national law, and expropriate valuable trademark rights. ... It is important to remember that trademark rights are a vital aspect of the global economy, and play a significant role in free trade and competition.”

INTA's Submission to the
Prime Minister of Thailand
— November 21, 2018

2018 Membership

- **7,202 total members**, including
- **1,194 Corporate Members**

Total members represent:

- **35,000+ professionals** from
187 countries

1,136	1,533	259	134	802	293	2,613	253	179
East Asia & Pacific	Europe: European Union	Europe: Non- European Union	Europe: Russia & CIS	Latin America & the Caribbean	Middle East & North Africa	North America (U.S. & Canada)	South Asia	Sub-Saharan Africa

Total: 7,202



ENGAGING



ENGAGING

[Members and New Audiences]

The way consumers use and experience brands in the marketplace and in society at large is rapidly evolving. This is impacting how trademarks are protected. To keep abreast of these changes, INTA has been undertaking new initiatives to engage with our member organizations and institutional partners—including IP offices, government and non-government agencies, and judiciaries—around the world, as well as with other audiences beyond the IP and legal communities.

We all need to understand how new business models, legislative changes, and technological advances are affecting our brands and the consumers who interact with them. This can only come by enhancing understanding of IP issues worldwide—and by deepening our collaboration with each other and inviting others who share our challenges and aspirations into our community.

INTA's greatest asset is our membership. As a member-run organization, we rely on our members' contributions, insights, and commitment to enable us, as an Association, to meet the needs of our stakeholders and our industry, and to drive us into the future. Empowering more members with opportunities to contribute to the work of the Association, and providing all of our members with meaningful ways to engage with the Association and with each other, is a priority for INTA.

Nowhere is this more evident than in the robust involvement of our membership: in 2018, nearly 3,500 members from 114 countries volunteered their time and expertise through 300 committees, task forces, advisory councils, and project teams. From zeroing in on topics ranging from enforcement to emerging issues, their contributions have helped advance the Association's mission and 2018–2021 Strategic Plan, and have helped guide our activities—from educational programming to advocacy to geographic reach.

We continually look for new ways to involve our member community—to tap members' wealth of knowledge while furthering their own professional development. This includes the INTA Influencers speaker series introduced at the 2018 Leadership Meeting in November, which provides a platform for experienced Association leaders to share stories and acquired knowledge about their work in trademarks and beyond. We also have been expanding corporate social responsibility (CSR) initiatives; and the Pro Bono Trademark Clearinghouse, a vehicle for attorneys to donate their time to provide trademark-related consultations, has been helping individuals



and nonprofit organizations in need. Members also take advantage of authorship opportunities in the Association's publications, including the *INTA Bulletin* and *The Trademark Reporter*.

In addition, at the 2018 Annual Meeting, we launched the Newcomers Match Program. The program pairs first-time registrants with fellow newcomers to further facilitate networking at Association meetings.

At the same time, we need to engage with the larger world community. Globalization and the expansion of the Internet have shrunk the planet, blurred national boundaries, and integrated markets, presenting new and complex opportunities and challenges for brands and consumers alike. Brand protection today requires a holistic, outward-looking, and collaborative approach that involves all stakeholders in IP. As such, we want to ensure that policy makers and regulators keep pace with societal changes; brand owners can effectively navigate these changes; consumers remain protected; and others are brought into the conversation. In 2018, INTA began reaching out to new audiences, including business sectors, professional organizations, and consumer protection groups.

Among these endeavors, the Association launched a Presidential Task Force on Small and Medium-Sized Enterprises and Entrepreneurs (SMEs) to identify their particular interests, needs, and characteristics. INTA President Tish L. Berard presented the task force findings at an SME-focused workshop co-hosted by INTA and the European Commission in Brussels, Belgium, in December. INTA has also been addressing entrenched misunderstanding about the role of IP in the marketplace and tackling anti-IP sentiment by investing in research and disseminating communications to demonstrate the value that brands bring to economies and societies. Key to these efforts is the Building Bridges Committee, which is fostering strategic partnerships with non-IP

and non-legal associations to jointly promote the importance of brands for consumer information and safety.

Collaboration is proving to be a fundamental component of this work. As we team up with more groups, we discover synergies and overlapping objectives, touching upon not only IP but issues such as consumer protection and professional development. For example, in 2018, we formed a relationship with the American Marketing Association to examine how marketers and lawyers can work more effectively together. INTA's Data Protection Committee began a collaboration with the International Association of Privacy Professionals to educate stakeholders—through reciprocal speaking engagements and content exchanges—about the GDPR. These activities support the second pillar of INTA's 2018–2021 Strategic Plan: “Reinforce Consumer Trust.”

Moreover, in 2018, our educational programming reflected this broadened scope. It increasingly features speakers from a wide spectrum of backgrounds and professions beyond IP, including those who are aligned with the issues addressed in our Strategic Plan, such as CSR. This enriched content brings both insight into the business of brands beyond IP and an outside perspective on IP itself.

By opening our community and expanding our audiences in these ways, we—as brand professionals—can become more effective business partners, and better equipped to raise the profile of IP and the critical issues we face in our jobs, within our companies, with our colleagues in other departments, and around the boardroom table. In turn, our Association is stronger, our influence is deeper, and the protection of trademarks in the global marketplace is greater.

WORKING with PURPOSE



→ **MARION HEATHCOTE**
PRINCIPAL,
DAVIES COLLISON CAVE,
AUSTRALIA
Asia-Pacific Global Advisory Council

Working alongside other volunteers and INTA staff in all committees and capacities has provided an ability to develop a professional network, most particularly by providing a collaborative working environment within which to get to know each other's individual skills, strengths, and contributions. This naturally flows on to more expansive work relationships, and out of those relationships comes mutual respect, which in turn has grown many global friendships which will remain with me well beyond my INTA career.

What is 'INTA Influencers'?

I was one of three experienced INTA members invited to take part in a pilot program at the 2018 Leadership Meeting held in New Orleans, Louisiana, USA, in November. We presented on stage at the Meeting, and our presentations were filmed and short videos created to provoke other members to think of their roles in INTA more expansively.

The other speakers were Rudy Gaines (Womble Bond Dickinson LLP, USA), who talked about emotional quotient (EQ) and emotional intelligence (EI) as needed for a successful career, and Gustavo Giay (Marval, O'Farrell & Mairal, Argentina), who discussed INTA's core values and career development.

I shared some of my own professional experiences of how engagement in INTA can be leveraged to help bring positive change in society. The program provided a unique opportunity to raise visibility to an important topic: the respect of and empowerment of indigenous peoples.

The historical colonization of indigenous peoples and the significant losses to their cultural integrity and identity, and the ultimate ramifications of that loss, has inspired me to talk to INTA, and now for INTA, about those things that should be valued beyond strict legal parameters of what is allowable, and where we can take a stand on what is morally and ethically right, and help make the world a better place.

Is indigenous rights a new area for INTA?

INTA's engagement with the topic has evolved over more than two decades, including more recently through observation and participation in the World Intellectual Property Organization's (WIPO's) Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore. It started as part of the work of several task forces and other subcommittees [such as the Legislation and Regulation Committee, and Trademark Offices Practices Committee], before becoming its own subcommittee under Related Rights.

INTA subsequently formed a dedicated Indigenous Rights Committee in 2016, and I was honored to be its first chair. In recent years, indigenous rights topics have also become increasingly incorporated into INTA programs.

How do you think brand owners' approach to indigenous rights has changed?

It has changed in the past decade. In particular, I think we are evolving from a position where we focused narrowly on the trademark law and the entitlements of trademark owners to one where we recognize the wider role of brands and how brands connect with consumers, and via the consumer community, to greater collective engagement. In that sense, there has been a real mind shift.

With the negative consumer response to cultural appropriation scenarios, brand owners are gaining an increasing understanding of the issues. We are also now starting to see some brands collaborating positively with indigenous communities, and INTA supports these collaborations. INTA is also proactive in trying to increase indigenous people's awareness of IP. For example, we're assisting WIPO on education programs, and we're promoting pro bono legal advice to indigenous communities.

What can still be improved?

This is not just an issue for people in countries with indigenous communities. Someone's culture can be appropriated in any country, and we need to be mindful of that. I think it's important that we address this issue on a global, rather than a national, level and recognize that our differences can bring us together. Every culture is unique, and showing genuine respect for a culture requires more than simply doing a trademark clearance search.

It's also important to acknowledge that we are not the voice of indigenous people, and we can't define their issues for them. Rather, INTA can seek to provide a platform for understanding and discussion. I think it is part of our responsibility as IP practitioners and as global citizens to encourage inclusivity and to promote an environment of empowerment, sustainability, and respect.

LEGAL RESOURCES

In 2018, INTA's seven searchable guides received **82,014 page views**—with visitors from more than **115 countries**, and our **67 fact sheets** received **162,017 page views**—with visitors from more than **180 countries**.

The Trademark Reporter is ranked by The Washington and Lee School of Law's Law Journal Rankings Project (the only one of its kind) among the top **20 IP journals worldwide** to be cited by U.S. state and federal courts, and among the top **50 IP journals worldwide overall** (2017 ranking announced in 2018).

FIRST ASIA-PACIFIC MOOT COURT



“The international networks formed through INTA are extremely valuable, especially when you’re able to get things done halfway across the world. Real friendships are formed when you work closely together with a small group of people you trust, even if you see each other only twice a year. It has been very rewarding working on a project from pre-inception to witnessing the ‘fruits’ of our labor.”

→ **KAREN FONG**
CONSULTANT SOLICITOR,
KEYSTONE LAW,
UNITED KINGDOM

*International Moot Court Project
Team, and Building Bridges
Committee*

The first Moot Court Competition to be organized by INTA outside the United States took place in Singapore in February. It was a great success, with 23 teams from nine countries taking part. The winning team was National University of Singapore—Team 1. Teams from School of Law SASTRA University and Shanghai Jiao Tong University also won awards.

Along with other members of the Asia-Pacific Moot Court Project Team, the three co-team leaders who organized the competition were Karina Dimidjian-Lecomte (Casalonga, France); Stacey Watson (Markery Law, USA); and Karen Fong (Keystone Law, UK). “The Saul Lefkowitz Moot Court Competition has become a calendar item for students in the United States. As we looked to build upon its success, we had to ask: which is the best region in which to hold a new competition outside the United States? It’s natural to think about common law jurisdictions where there is a mooting tradition,” says Ms. Fong.

INTA chose Singapore because of its familiarity with mooting and its accessibility (the Association also has a regional office there). The competition attracted teams and volunteer judges from all over the Asia-Pacific region and as far afield as the Czech Republic and the UK.

In holding the competition in Singapore, one of the challenges was reconciling different legal traditions and systems, even down to questions about how to address the judges. “We made sure there was at least one judge from a common law jurisdiction on each panel,” says Ms. Fong. “It was hard work for the judges to make sure they understood all the rules, and we are very grateful to all the INTA members who gave up their time to participate.” The judges in the final oral argument were Justice Valerie Thean of the Supreme Court in Singapore; Mark Lim, the Director and Chief Legal Counsel of the Hearings and Mediation Department at the Intellectual Property Office of Singapore; and Tish L. Berard, 2018 INTA President.

For students, the competition provided an opportunity to learn from each other and tackle a tricky legal problem that spanned

trademark tacking, likelihood of confusion, and the burden of proving irreparable harm in a preliminary injunction hearing. Teams had to prepare written briefs and then present oral arguments before panels of two or three judges. The judges scored all the teams, and the top eight progressed to the quarter finals and the head-to-head stage.

“The best thing about it was to see how excited all the students were. Just as it is in real life, these students really lived and knew the problem inside out. They also learned that you have to conserve energy as well as know your arguments backwards,” says Ms. Fong.

The competition, which will continue in future years, also provides an opportunity for students to learn more about the wider IP community, meet practicing attorneys, and network. While new to the region, it has already made an impact.

“In the long term, it’s not only a tremendous benefit to the INTA community but the profession and the global trademark industry,” says Ms. Fong. “It’s in the early days, but we’ve made a cracking start!”

SAUL LEFKOWITZ MOOT COURT COMPETITION

As INTA has done annually since 1991, the Association held the Saul Lefkowitz Moot Court Competition in 2018 with teams of students from U.S.-accredited law schools participating.

In the 2017–2018 competition:

- We added a regional competition in Los Angeles, California, USA, increasing the number of regional competitions from **five to six** and the number of teams advancing to the National Finals from **10 to 12**.
- **Seventy-one** teams with 206 students participated.
- The **National Finals** were held in Washington, D.C., USA, on March 17, 2018.
- The **winning team** was Chicago-Kent College of Law, IIT; and the **second place team** was University of California Berkeley School of Law.

ENGAGING the JUDICIARY



“It is very valuable to be able to learn about the points of view of judges, the criteria that they have developed, and the application of those criteria. Being able to share experiences as a lawyer and listening to the judges creates an unrivaled education. Without a doubt, being the leader of this project will be something that I will always appreciate. Undoubtedly, the main thing that I gained by participating in this project was to be able to share criteria, both judicial and administrative, that shape the daily lives of lawyers.”

→ **MIGUEL ANGEL CARPIO**
 PARTNER, CARPIO, OCHOA,
 MARTINEZ & BRIK, S.C.,
 MEXICO
*Enforcement—Trademark
 Enforcement Policy Advocacy
 Subcommittee*

INTA co-hosted two judicial workshops, in Colombia and Peru, in 2018, as part of our efforts to promote information and understanding about IP issues among judges in the region.

The workshop in Bogotá, Colombia, was held on July 30. About 30 judges attended in person, and the workshop was also broadcast to 20 local court offices, reaching more than 400 judges. The workshop in Lima, Peru, took place December 6–7, and was attended by 200 people, including judges, trademark office officials, lawyers, teachers, and students. It was also broadcast on the official judicial TV channel.

“These workshops were a really good opportunity to discuss the local systems and the Andean Community Tribunal with judges,” says Miguel Angel Carpio (Carpio, Ochoa, Martinez & Brik, S.C., Mexico). “It’s not about telling the judges what to do, but about listening to them and sharing international trends, as well as discussing emerging issues, such as nontraditional trademarks and color trademarks, and sharing INTA’s learnings on these matters.” For example, one presentation covered the first texture mark to be granted in Colombia.

Most of the judges who took part are experienced practitioners, but not all of them are IP specialists. “They are keen to learn about IP, but they don’t have too much time,” says Mr. Carpio. “A lot of judges were asking for clarification on certain IP terminology, and they were keen to talk about issues in an informal way. They were open to discussing new topics. From the perspective of a lawyer and INTA member, this was very encouraging.”

The workshops comprised a mix of presentations and open discussion. Topics included the development of the Andean Community System and the Andean Tribunal of Justice; trademarks vs. trade names; border measures; famous and well-known marks; confusion between goods and services; the treatment of evidence; proof of use; and nontraditional trademarks. Copyright matters, such as the protection of architectural plans, were also covered.

“Many of the judges have quite a bit of experience in trademark matters, and some in copyright too. For the size of the economies of these countries, they take on a lot of IP cases, so it is very useful to hear what they have to say,” says Mr. Carpio.

Among those taking part in the workshops were representatives of Peru’s National Institute for the Defense of Competition and Protection of Intellectual Property, the Andean Community Tribunal, the Supreme Court of Justice of Peru, Judiciary Council of Colombia, and WIPO.

Mr. Carpio says that the Judicial Training Task Force of INTA’s Enforcement Committee looks to organize similar events in Africa and Europe, and more in Latin America, for which the Committee will be drawing on the expert help of local members.

JOB BANK

A very popular feature on INTA’s website, the Job Bank contains trademark-related attorney and non-attorney job opportunities and internships from around the world. INTA member organizations post vacancies—at no cost; and the Job Bank is accessible to the general public.

In 2018, members posted **417 vacancies**, which were viewed by job seekers from **108 countries**.

→ ROUNDTABLES

INTA continued our roundtables—a popular two-hour forum for practitioners to discuss trademark issues and to network with colleagues. In 2018, members hosted roundtables in **35+ cities in Asia, Europe, India, Latin America, and the United States.**

→ MEMBERSHIP CAMPAIGN

In 2018, INTA kicked off a membership-related marketing campaign which included videos and social media posts:

BELONGING TO INTA MEANS ...

COLLABORATION
VOLUNTEERING
TRULY
PRACTICING
EDUCATION IP
CONNECTIONS
FRIENDLY
COMMUNITY

2018 Annual Meeting Total Registrants



2018 Meetings and Conferences

FEBRUARY 2018	MARCH 2018	MAY 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018
2018 Designs Conference: The Power of Design, London, United Kingdom	Brands and Innovation Conference, New York, NY, USA India Workshop: A “Brand” New Day, New Delhi, India	140th Annual Meeting, Seattle, Washington, USA	Trademark Administrators and Practitioners Meeting, Orlando, Florida, USA	2018 Asia-Pacific Conference: Looking Beyond Trademarks—Protecting and Leveraging Your Brands for Growth, Sydney, Australia	2018 Leadership Meeting, New Orleans, Louisiana, USA	2018 Middle East and Africa Conference: Innovation, Investment, and IP, Dubai, United Arab Emirates

KEYNOTE SPEAKERS: CSR CONVERSATIONS

BRANDS AND INNOVATION CONFERENCE:

Natalie Hampton
Anti-Bullying Champion

ASIA-PACIFIC CONFERENCE:

Louise Baxter
Chief Executive and Executive Director, Starlight Children's Foundation

MIDDLE EAST AND AFRICA CONFERENCE:

Michael Haddad
Professional Athlete/UN Climate Change Champion





EVOLVING

EVOLVING

[Into the Future]

The need to recognize and embrace innovation is more important than ever if brands wish to continue to resonate with, and remain relevant to, consumers.

Brands provide a long-lasting guarantee to consumers, one that has often been built up over many decades. But increasingly brands are having to respond quickly to changes in society, and the way in which businesses, consumers, and regulators interact with each other.

This poses challenges to brand owners and professionals alike, particularly to the extent that it is progressively more difficult to control how consumers value and engage with brands. This is further compounded by the speed at which change happens in the Digital Age. In this environment, the need to recognize and embrace innovation is more important than ever if brands wish to continue to resonate with, and remain relevant to, consumers.

INTA began 2018 with a new four-year Strategic Plan with clear objectives, one of which is to “embrace innovation and change.” It calls on the Association to monitor change and innovation, assess its impact on brands, and provide support and value to our members.

Indeed, changing consumer behavior can provide new opportunities for brands to demonstrate their value to society. Recent surveys have indicated that consumers judge brands, and in some cases even make buying decisions, based on the stand a brand takes on relevant issues,

such as the environment, sustainability, and inclusivity.

CSR is now integral to many companies—and woven into the work of many brand professionals. It can also be a valuable way to demonstrate how IP can serve the interests of consumers and society in general, as well as businesses. With this in mind, CSR activities are now built into INTA’s meetings and conferences.

For example, at the 2018 Leadership Meeting in New Orleans, Louisiana, USA, a group of registrants gave back to the community by assembling hygiene kits for the homeless, while other volunteers helped clean a shelter for children and youth. And as one of the many initiatives incorporated into the 2018 Annual Meeting held in Seattle, Washington, USA, in May, we collaborated with Dress for Success Seattle, a nonprofit organization that empowers women to achieve financial independence by providing them with professional attire suitable for job interviews and employment. Annual Meeting registrants rose to the occasion, bringing with them donations of new and used clothing and accessories—helping to put the charity on track to double the number of women served in 2018.

In addition, one cannot look to the future without considering all consumers, but especially the next generation of

shoppers. In 2018, INTA intensified our efforts to educate and inform teens through our Unreal Campaign, including unveiling a creative social media strategy to drive home messaging about the dangers of counterfeits.

No doubt, the global marketplace is rapidly evolving with e-commerce and the almost constant introduction of new technologies. These innovations are having a profound effect on consumer expectations and norms—and, therefore, on brands. Adding our voice to the increasingly innovation-driven mindset, in November, INTA introduced our first podcast, *Brand & New*. Hosted by Audrey Dauvet, an entrepreneur and former IP counsel, the fortnightly podcast focuses on innovation and features interviews with inspirational guests from around the world who discuss the evolution of the legal and IP ecosystem, its concepts, and its actual or potential consequences.

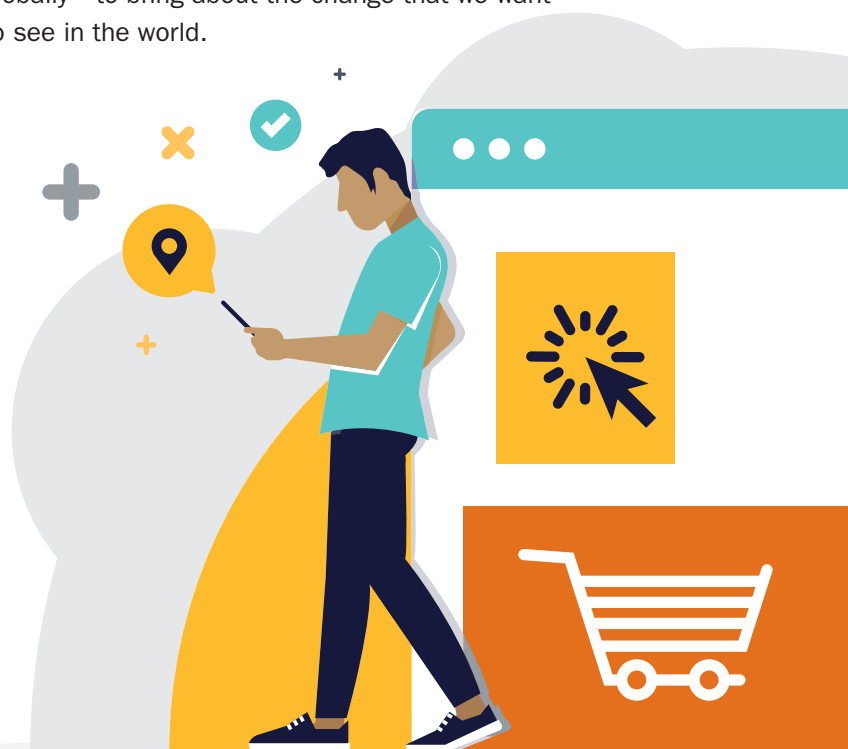
A key mechanism through which INTA is keeping our members ahead of the curve on this front is our educational programming. Among our offerings in 2018, in March, we held the 2018 India Workshop, and in December, close to 200 attendees from 41 countries convened in Dubai, United Arab Emirates, for the 2018 Middle East and Africa Conference: Innovation, Investment, and IP. The events took place against the backdrop of booming and transforming economies—ripe environments—to bring attention to and discuss the need to protect IP and support innovation and economic growth.

In addition, in March, we hosted our Brands and Innovation Conference in New York City, New York, USA, where we explored the implications of innovation and its central role in the development of IP strategies and brand protection. Sessions covered hot topics, such as, the alphabet of innovation—from AI (artificial intelligence) and AR (augmented reality) to VR (virtual reality); how innovation is changing the retail landscape; and using technology in the fight against counterfeit

goods. Notably, for the first time at one of our conferences, we also live-streamed and recorded a number of educational sessions from the Conference, which remain available on-demand via the INTA website.

New technologies, such as AI and blockchain, are going to impact the marketplace, global supply chains and trade, and consumer behavior. The way in which we experience brands will continue to evolve as advertising and shopping habits change. Likewise, IP offices and judiciaries around the world are exploring ways to incorporate these technologies, and that's having a tremendous impact on legal practitioners' work. And the global problems facing humanity and the environment continue to escalate.

Protecting brands is becoming ever more complex and demanding in light of these changes. Rising to these myriad challenges requires us—as brand owners and professionals—to be optimistic about the future, to be proactive in the face of challenges, and to affect change rather than be defined by it. By embracing innovation and change, INTA seeks to empower all of us—our 35,000+ members globally—to bring about the change that we want to see in the world.



INNOVATION and IP



“Being part of this project was a very special experience for me, and I benefited tremendously from many things along the way: the collaboration with the various members of the Project Team, the topics chosen for the Conference, and the renowned participating speakers from all over the region—all of which was very enriching.”

→ **HADY M. KHAWAND**
 PARTNER, SABA & CO. TMP,
 UNITED ARAB EMIRATES
*Middle East Advisory Council,
 and 2018 Middle East
 and Africa Conference
 Project Team*

What was the 2018 Middle East and Africa Conference about?

The Conference focused on the three “I’s”: innovation, investment, and IP. In my opinion, it was one of the best IP-related conferences held in this region. This was really something new for Dubai.

We had a great diversity of attendees, with registrants coming from 41 countries in Asia, Africa, Europe, the Middle East, and North America. We had people from both private and public sector organizations, including brand owners, IP firms, government representatives, and academics.

You moderated a session titled “Leveraging Innovation in Cross-Border Enforcement.” What were the main takeaways of the session?

We looked at the relationship between innovation and IP, which is really two sides of the same coin. Innovation is about coming up with new ideas and technologies, and IP is the legal framework to protect innovation and innovators. Without IP protection, rights will be lost, and the innovators will not be able to benefit from their hard work or see that the benefits of the innovation reach consumers.

IP will also be affected by new technology, such as blockchain. There is great potential to use new tools in IP, but that means there is also a need for IP to develop and for legal frameworks and regulation to evolve to provide appropriate protection.

We had panelists from various countries and backgrounds. One of them discussed how innovation is accelerating toward the Fourth Industrial Revolution [the fourth major industrial era since the Industrial Revolution of the 18th century, characterized by new technologies fusing the physical, digital, and biological worlds] and how, with smartphones, autonomous vehicles, pharmaceutical technologies, etc., innovation is becoming more challenging in the digital world. All disciplines, economies, and industries are being impacted by these changes. This is challenging for IP practitioners.

Should IP practitioners fear or embrace innovation?

We need to embrace it. But most practitioners have a legal background and by our nature are more conservative people—this makes us good at our jobs! When it comes to innovation, we need to be optimistic and see the glass half full.

If we want to incorporate the latest innovations into practice, we need to know, for example, how to protect and use them on social media and virtual platforms. Only if we are familiar with such services can we properly protect IP rights holders. It's very important for practitioners to know about these trends, so they can advise clients appropriately. This Conference provided that information.

Are we also seeing innovation in trademark infringement?

Yes, absolutely. Counterfeiting is a very profitable business and in many ways is taking over from older forms of organized crime. In some cases, infringers are innovating faster than the brand owners. There have been instances when counterfeit products reached the market before the real product had even been launched.

We see infringers putting real effort into being innovative. We need to be smarter than the infringer. We can do that by embracing innovation!

How can IP practitioners embrace innovation?

INTA is one of the major players in this area, with several events and publications dedicated to this topic. These are great tools to help practitioners get up to speed on the importance of innovation. The Project Team for this Conference was motivated to see lively discussion around emerging technologies, such as blockchain, and how they can be used. No doubt, working together, we can bring about change and enthusiastically lead the IP community into a future defined by innovation.



PREMIERE

November 6, 2018

Four episodes
in 2018

LISTEN ON

iTunes, Spotify, and Stitcher

IMPACT of NEW TECHNOLOGY



“The experience as a volunteer has been quite enriching both personally and professionally. Getting to know the workshop panelists and their companies’ businesses, and working with them to put together the session was a huge learning opportunity. Likewise, the opportunity to enhance one’s personal profile as a volunteer has been a great outcome. The INTA brand attracts the best, and all these outcomes were only possible because it was an INTA event.”

→ **RANJAN NARULA**

MANAGING PARTNER, RNA
IP ATTORNEYS,
INDIA

*Member, 2018 Board of Directors,
and 2018 India Workshop
Project Team*

What was the main focus of the 2018 India Workshop?

The Workshop was held in New Delhi, India, in March. Titled “A ‘Brand’ New Day: Preparing for the Present and Future of Trademarks,” the focus was very much on new technology and cultural change, and their impact on trademarks. More than 100 people attended.

I moderated a session that covered the social, cultural, and technological impact on brands and advertising. It was really about how brands today do more than simply serve to identify goods and services. We had speakers from Microsoft, Michelin, and Mondelez—all from different sectors—that are all doing interesting things to connect with consumers.

We focused on how brands are trying to connect with people in many different ways and how they’re being innovative in helping consumers to better recognize and differentiate the brand.

Do you think the way brands are connecting with consumers is changing?

Definitely. The speakers in the session I moderated had some very interesting examples. For example, Microsoft has developed an app that keeps track of things to do, health goals, etc. Its AI-based app is directed at consumers to help them get more out of their day. That was a theme that came out of the panel very strongly. If you want a good brand differentiation, you have to be more creative than saying “my goods are better than my competitor’s.” Nowadays, that can look a bit negative for the brand in some cases.

Another example came from Michelin. It made a series of short films showing where people can travel and what they can discover. That’s an interesting idea, showing how a brand can connect with people in a creative way. The speaker from Mondelez talked about emotional appeal through playing and watching cricket, with a girl with a chocolate bar in her hand spontaneously dancing in the cricket stadium when her boyfriend hits a six; it was amusing and fun. It helps people to remember your products in a comical but respectful way.

Are consumers becoming more sophisticated?

Absolutely ... but it's not so black and white. In India, for example, two worlds exist side by side—urban and rural—and they have different needs. On one hand, the urban population demand more connection with the brand and are becoming more sophisticated. On the other hand, the rural populations are looking for more basic information in terms of the brand attributes and the functionality of the products. Successful brands in India have to create messages to reach both of those target audiences.

What has been the impact of technology on the way brands are changing?

There are big changes in the way people experience and interact with brands. For example, services such as Uber and Uber Eats have been rolled out in India. The technology or app is seamless, and it works all over the world, no matter which country you're in. We're seeing similar advances in food delivery, health, and banking, among other industries. India is also home to a thriving entrepreneurial culture, which increases the impact of technology on brands. The urban population is choosing to connect with brands that are using new technologies because it makes their lives easier. This, in turn, forces brands to keep up with technology.

SOCIAL MEDIA



41.4 PERCENT GROWTH in followers
January 1, 2018: 9,121
December 31, 2018: 15,569

Our other social media channels:



#GoINTA



@intaglobal



@INTA @INTABrussels



INTA_China

E-LEARNING

In the perfect blend of innovation and technology, INTA further developed our e-learning platform in 2018. The recordings are available on-demand via the Association's website.

- We introduced on-demand Business Transactions, a mid- to advanced-level series of six segments hosted by INTA members who share their expertise on how IP professionals can protect their trademarks in corporate transactions and commercial agreements.
- We updated Trademark Basics, a six-part webcast series that lays the foundation for a successful career as a trademark practitioner.
- Individual webcasts covered timely topics that impact brands, such as data privacy.
- A Spanish-language webcast focused on amicus curiae procedures in Latin America in relation to industrial design disputes.
- Select sessions from INTA's Brands and Innovation Conference feature leading business and legal experts discussing the impact of innovation on brands and consumers, while providing practical tips to navigate the evolving landscape.

UNREAL CAMPAIGN in SOUTH AFRICA



“The gain for me on this particular project was in seeing the IP world being made relevant to teenagers—not just the technical legal side, but seeing them realize how integral IP is in their lives and how they can influence criminal activities by changing their choices. I could see how interested they were in this and how our presentation opened their eyes. It was very rewarding!”

→ **MEGAN REIMERS**
PARTNER, SPOOR AND FISHER,
SOUTH AFRICA
*Unreal Campaign —
Africa and Asia Subcommittee*

As INTA’s Unreal Campaign goes around the world to educate teens about the importance of trademarks and brands and the dangers of counterfeit products, the largest student engagement event yet organized by the Unreal Campaign Committee took place in August, in Pretoria, South Africa. About 1,100 boys from Afrikaanse Hoër Seunskool, one of the oldest schools in Pretoria, attended a presentation that raised awareness of these important issues.

“It was very well received. I think it really opened the boys’ eyes,” says Megan Reimers (Spoor and Fisher, South Africa), who, together with her colleagues and fellow INTA members Reinard Kruger and Jarred West, took part in the presentation in the middle of the school day. “In particular, we were able to show them that buying fake goods also supports other activities, such as gang violence and the arms trade.”

The Unreal Campaign has reached tens of thousands of students worldwide, and this was the second student engagement event in South Africa, following one held in Cape Town in 2016.

Ms. Reimers recalls that she wrote to about 20 schools in the area to inquire about giving a presentation, and that it was difficult to get a slot because the schools have very packed programs. “But given the success of this event we are going to contact some of the other schools again in 2019 and see if they are interested,” she says.

At Afrikaanse Hoër Seunskool, the INTA members conducted the presentation in Afrikaans and customized it to include photos from seizures and raids in South Africa, illustrating the links between counterfeiting, violence, and organized crime.

In addition to an introduction to the Unreal Campaign, the presenters explained what fake goods are and how to identify them; how they affect young people; how they impact the community; how counterfeiting is linked to tax evasions, drugs, weapon smuggling, and syndicates; and what consumers can do to avoid supporting a market for counterfeits in their communities.

Ms. Reimers says much of the content was a revelation to the schoolchildren, noting, “Counterfeiting is an enormous problem in Africa. Young people are exposed to fake products to such a degree that I don’t think they even know that they’re illegal. Illegal streaming is also an enormous problem.”

For example, counterfeit clothing and shoes are widely available in South Africa, and young people find it hard to know when they are buying a fake rather than a genuine item. Watches, jewelry, handbags, and similar items are also routinely sold at street corners, road junctions, and informal markets. In some parts of Africa, counterfeit medicines are also common.

Helping teenagers to understand why they should not buy counterfeits is vital to driving down demand in the region, emphasizes Ms. Reimers. “Even if we can only reach a few young people, it’s very worthwhile. We need to create awareness throughout society, in both formal and informal markets, where there is arguably even more of a counterfeiting problem.”



In 2018, the Unreal Campaign reached almost 6,000 students through 56 student engagement activities—49 student presentations in local schools and 7 exhibits in 18 countries.

Six new countries:
Ecuador, Paraguay,
Trinidad and Tobago,
Turkey, Uruguay, and
Venezuela



Taking INTA from 2018 to 2021

2018–2021 Strategic Plan

1 Promote **the Value
of Trademarks
and Brands**

2 Reinforce
Consumer Trust

3 Embrace **Innovation
and Change**

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