

Three Strategic Directions

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Promote and Reinforce **the Value of Brands**

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Build a **Better Society through Brands**

3

Support the **Development of IP Professionals**

Mission Statement

The International Trademark Association (INTA) is a global association of brand owners and professionals dedicated to supporting trademarks and complementary intellectual property (IP) to foster consumer trust, economic growth, and innovation, and committed to building a better society through brands.

Strategic Directions

As a not-for-profit association, INTA serves its members and society as a trusted advocate for the economic and social value of brands. To fulfill this role, INTA will focus on the following strategic directions:

I. PROMOTE AND REINFORCE THE VALUE OF BRANDS

INTA will champion the value of brands to policymakers, consumers, entrepreneurs, and businesses of all sizes throughout the entire brand life cycle.

a. Harmonization, simplification, accessibility, and integrity of IP registration and enforcement systems.

INTA will continue to advocate for consistent, predictable, and cost-efficient registration procedures that are accessible to all. INTA will advocate for stronger laws and will support IP offices and registries to provide businesses and consumers with a strong framework for trademark and complementary IP rights protection. INTA will continue supporting international treaties as well as other forms of legislation, regulation, and harmonization of rules and practices allowing easier and better access to trademark and IP rights protection. INTA will be a facilitator of best practices as well as a platform for exchange of ideas and solutions to ensure a more consistent and certain legal environment.

b. Defense and enforcement of trademarks and complementary IP rights.

INTA will advocate for effective enforcement mechanisms. INTA will remain at the forefront of the global fight against counterfeiting to protect consumers as well as brand owners. INTA will continue engaging legislators, judiciaries, customs authorities, law enforcement authorities, and investigators to address counterfeiting in both physical and online marketplaces. INTA will continue engaging courts by means of amicus filings and through education and communication on the value of brands for businesses, consumers, and society at large.

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c. Valuation and commercialization of brands. INTA will produce research and develop education and communication materials to show the key role that brands and complementary IP play in communicating businesses' unique offerings to consumers and in generating and sustaining their financial performance. INTA will reinforce its efforts in the field of IP commercialization, accounting, and taxation. INTA will provide its members with the tools to demonstrate brand value and to show how the work they do impacts the value of brands.

d. Embracing innovation and change. Through its committees and task forces, INTA will study the correlations between brands and innovation, monitor how technology and social trends alter what consumers expect from brands and how they engage with brands, and assess the impact of innovation and change on brands and complementary IP. INTA will promote protection and enforcement tools and mechanisms adapted to change and will continue analyzing the future of IP to efficiently protect brand owners and consumers. INTA will be a thought leader for changes to existing rights and the development of new IP rights to ensure that IP rights are flexible enough to meet the needs of changing business models.

II. Build a Better Society Through Brands

INTA will continue to demonstrate that brands serve the interests of brand owners, consumers, and society at large.

a. Diversity, equity, and inclusion. INTA will develop thought leadership and communicate best practices for brands to foster respect for cultural identity and to reflect and promote a diverse and inclusive society, including through the vendors they utilize and the people they employ and advance. In addition to recognizing brands that demonstrate commitment to these values, INTA will demonstrate its own long-term commitment by creating and monitoring measures of representation at all levels of Association participation. Throughout the student and practitioner career life cycle, INTA will facilitate greater opportunities for diverse and inclusive participation in the IP profession.

b. Trust and transparency. INTA will continue to promote the importance of brands for communicating information about quality and safety. To help consumers make informed decisions and to preserve brand value, INTA will advocate for laws that do not restrict the placement of brands on goods and services. Recognizing that brands serve as an extension and a reflection of an individual's identity and values, INTA will reinforce the positive impact of transparent and authentic brands on society.

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c. ESG and CSR. INTA will raise awareness of strategies for brands to elevate, advance, and share their Environmental, Social, and Governance (ESG) and Corporate Social Responsibility (CSR) initiatives that drive brand trust and value.

III. Support the Development of IP Professionals

INTA will be a platform for professional and personal development throughout the IP practitioner's professional life cycle.

a. Navigating changes that affect the profession. INTA will guide members through changes in the profession, helping IP practitioners navigate and leverage new developments and opportunities, and field challenges. Through think tanks, research, and similar initiatives, INTA will provide members with thought leadership to help them influence and adapt to trends in the profession.

b. Honing substantive and dynamic skills. INTA will deliver career development benefits and services that allow IP practitioners to remain at the top of their profession and add value in their role. In addition to offerings that sharpen substantive IP expertise, INTA will provide tools for IP practitioners to advance dynamic skills in areas such as leadership and communication and to promote their role in all aspects of the business of brands.

c. Improving the member experience. INTA will enhance the experience of the individual by growing the value of membership through benefits and services that anticipate practitioners' needs, such as innovative and inclusive networking and business development opportunities. INTA will continuously improve the volunteer experience with a special focus on committee interaction.

INTA will follow these strategic directions through global advocacy, communication, knowledge sharing, and networking opportunities via its offices in New York, Beijing, Brussels, Santiago de Chile, Singapore, Washington, D.C., its representative in New Delhi, and its membership in more than 180 countries. INTA will continue expanding its membership and presence to serve all of its members globally.