

Strategic Plan

2026-2029



Mission Statement

The International Trademark Association (INTA) is a global association of brand owners and intellectual property (IP) professionals committed to elevating the understanding of and respect for IP rights to foster consumer trust, economic growth, and societal transformation.



Strategic Directions

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Champion the Value of IP in Support of Brands and Consumers

- Advocate for harmonization, simplification, accessibility, and integrity of IP protection
- Defend and enforce IP rights
- Promote and reinforce the economic impact of IP
- Embrace transformation and change

2

Drive the Advancement of Members and the Association

- Guide and empower members as the business and legal environment transforms
- Transform the member experience
- Build the INTA of the future

3

Be a Responsible Corporate Citizen Within the IP Community

- Uphold principles of belonging and inclusion
- Promote environmental, social, and governance (ESG) principles and sustainability
- Communicate the value of IP to the public

Champion the Value of IP in Support of Brands and Consumers

1

INTA will be a global advocate for the value of IP to governments, policymakers, implementing authorities, consumers, and businesses of all sizes.

A. Advocate for harmonization, simplification, accessibility, and integrity of IP protection. INTA will continue to advocate for consistent, predictable, and cost-efficient registration practices that are accessible to all and support corresponding IP office and registry operational effectiveness. INTA will also continue to advocate for harmonized laws, regulations, treaties, and practices to create a strong, consistent framework for protecting IP rights and intangible assets, such as data, worldwide. INTA will monitor and take appropriate action in response to shifting geopolitics that impact IP rights frameworks or threaten the integrity of IP systems. INTA will be a facilitator of best practices as well as a platform for the exchange of ideas and solutions to ensure a more consistent and certain global legal environment.

B. Defend and enforce IP rights. INTA will advocate for effective and comprehensive IP enforcement mechanisms. INTA will remain at the forefront of the global fight against threats to IP rights, to protect consumers as well as brand owners. INTA will continue engaging stakeholders, including legislators, judiciaries, and enforcement authorities, to address counterfeiting and other threats to IP rights in all environments. INTA will continue engaging courts by means of amicus filings and through education and communication on the value of brands and IP for businesses, consumers, and society at large. INTA will leverage its platform to build positive perceptions of IP and help develop balanced public policies in areas that intersect with IP rights.

C. Promote and reinforce the economic impact of IP. INTA will foster an environment that recognizes the contributions of IP rights and intangible assets to global economic growth and development. INTA will produce research and develop education and communication materials to show the key role that brands and IP play in communicating businesses' unique offerings to consumers and in generating and sustaining their financial performance. INTA will reinforce its efforts in the fields of IP finance and reporting, with a focus on IP portfolio value. INTA will provide its members with the tools to demonstrate brand and IP value and to show how the work of IP professionals contributes to that value.

D. Embrace transformation and change. INTA will study how technology and social trends change consumer expectations and brand engagement. INTA will assess and respond to the impact of technology transformation on IP rights and any subsequent global policy changes. INTA will continue analyzing what the future of IP may look like to help members and IP stakeholders anticipate risks and capitalize on opportunities presented by change. INTA will be a thought leader regarding existing IP rights frameworks and development of new rights needed to ensure that IP and intangible asset protections are flexible enough to meet the needs of evolving business models.

Drive the Advancement of Members and the Association

2

INTA strives to be a key source of support for members to effectively manage the rapidly evolving business and legal environment, and to build the INTA of the future.

A. Guide and empower members as the business and legal environment transforms. INTA will provide programming and resources to empower members to successfully navigate complex dynamics such as globalization, geopolitics, and evolving technologies, as well as changes to the advisory role, resources, and the scope of legal and business responsibilities. Through task forces, think tanks, research, and similar initiatives, INTA will provide members with thought leadership and resources to assist them in adapting to, and remaining ahead of, the current evolution in the profession.

B. Transform the member experience. INTA will enhance and reimagine the member experience to add value and serve members in innovative ways, given the transformation of members' roles and responsibilities noted above. INTA strives to provide exceptional support and service to its members, including career development, leadership, resources, and networking services that drive personal and professional development, and enable members to thrive in their roles. INTA is committed to retaining and recognizing its current members, while also attracting new ones, including the next generation of IP professionals, and will do so through innovative and forward-thinking initiatives.

C. Build the INTA of the future. INTA staff and members will evaluate the fundamental aspects of the Association given these changing dynamics, including scope, mission, and operations, to enhance INTA's influence, agility, and readiness to anticipate and withstand the challenges of the future. INTA will develop and refine strategies to achieve this goal and is committed to implementing them throughout the duration of the Strategic Plan.



Be a Responsible Corporate Citizen Within the IP Community

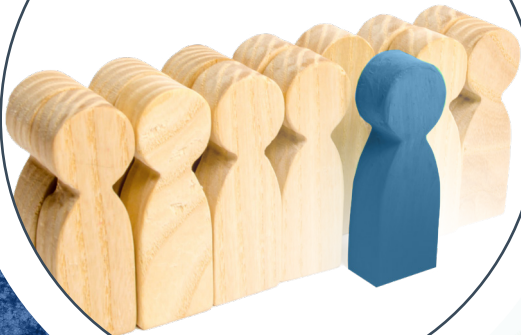
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INTA will model responsible corporate behavior by leveraging its influence and resources to create a positive and lasting impact on the IP community.

A. Uphold principles of belonging and inclusion. INTA is committed to fostering a global IP community that thrives on the principles of belonging and inclusion. As a member-driven organization, INTA strives to create an environment of respectful discourse where all members, regardless of their experience, ability, or perspective, feel valued, heard, and empowered. INTA aims to ensure equal access to opportunities, and champion a culture of inclusivity that celebrates the richness of its membership.

B. Promote environmental, social, and governance (ESG) principles and sustainability. INTA will continue to seek ways to introduce ESG and sustainability best practices into its operations, including the reduction of the overall environmental impact of its in-person events. Through the work of its stakeholder committees, INTA will leverage its participation in ESG policy development to help share effective approaches for member organizations. INTA will also develop and facilitate pro bono opportunities for INTA members around the world to support access to IP protection and to make a meaningful difference in the communities we serve.

C. Communicate the value of IP to the public. Through its targeted outreach to other organizations, the media, and the public, INTA will continue to foster a broad appreciation and understanding of the value of IP, and the impact it has on consumers' daily lives. Additionally, INTA will continue to emphasize the critical role IP protection plays in the success of entrepreneurs and small to medium-sized enterprises, advocating for its importance in driving business growth and innovation. Through these and related initiatives, INTA will continue building a positive public perception of IP.





International
Trademark
Association

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