Expectations

INTA Committee Chairs and Vice Chairs

Our most important asset is the talented and dedicated group of individuals who serve on our committees ("Committee Members"). From advising on policy positions to creating valuable time- and cost-saving resources, their expertise and contributions enhance our work—benefitting industry stakeholders and society.

Committee Members focus on specific objectives within two umbrellas: advocacy and resources. Our Committee Members work closely with our global staff to assess and address a wide range of issues related to trademarks and intellectual property, including:

- advocating trademarks and brand owner rights
- developing resources for members, other industry stakeholders, and the public
- implementing strategic initiatives
- planning educational programs and events

Nominees for Leadership Positions

The following are the key attributes expected of individuals nominated and selected for INTA leadership positions, including Officers, INTA Board of Directors, Counsel, Committee Chairs and Vice Chairs, and Subcommittee Chairs.

Strategic Vision
- Engage in high-level discussions that shape the long-term vision and direction of INTA.
- Provide strategic insight, thinking and foresight, anticipating future challenges and opportunities in the intellectual property (IP) landscape.
- Apply a global perspective when evaluating issues, ensuring that INTA remains a leader in the international IP community.

Expertise in Intellectual Property (IP)
- Maintain deep knowledge across multiple areas of IP to contribute effectively to policy discussions, educational programs, and advocacy efforts.
- Stay informed of emerging trends, legal developments, and technological advancements affecting the field of IP.
- Offer thought leadership and forward-thinking strategies that strengthen INTA's position as a trusted authority in IP.

Understanding of INTA's Priorities
- Have a strong grasp of industry trends, legal and policy challenges, and key issues affecting INTA members.
- Support and actively contribute to the advancement of INTA's Strategic Plan, ensuring alignment with the organization's mission and objectives.
- Promote awareness of INTA's initiatives and priorities within the broader IP and business communities.

Dedication to INTA
- Demonstrate a strong commitment to INTA by actively participating in Board meetings, committee work, and other leadership responsibilities.
- Attend all required meetings, including Board and assigned committee meetings, and actively contribute to discussions and decision-making.
- Deliver substantive, high-quality work in a timely manner, ensuring that INTA's initiatives are executed effectively and efficiently.

Leadership and Role Modeling
- Exhibit strong leadership qualities, serving as a role model for other INTA volunteers and members.
- Model collaborative working relationships with INTA staff.
- Foster a culture of collaboration and engagement within the INTA community.
- Represent INTA's mission and values with integrity, professionalism, and a commitment to excellence.

In addition, nominees for these leadership positions should expect to devote substantial time to their INTA leadership responsibilities and bear their travel expenses to INTA meetings and to other scheduled events.

Before an individual accepts a nomination for a leadership position, he or she should discuss the benefits, responsibilities, and resource requirements with his or her company or firm management and acquire approval to actively and fully participate in INTA in a senior leadership role.

INTA Committee Policy

In accordance with INTA's Bylaws, the Board of Directors may create, continue, or discontinue committees from time to time and establish the policies, procedures, and responsibilities for those committees.

Committees are established to make policy recommendations to the Board of Directors, undertake short-term and long-term assignments to execute the Strategic Plan and generally to carry out the work of the Association. Committees and/or Committee Members may not express opinions or represent positions in the name of the Association unless specifically authorized by the Board of Directors. Committees and/or Committee Members represent, involve, and serve the Association's members and committees provide an important training ground for INTA's future leaders.

As an INTA Committee Member, you may, in the fulfillment of your committee responsibilities, participate in the preparation of original written materials including but not limited to reports, articles, papers, briefs, fact sheets, checklists, or others ("Committee Content"). As a leader in the intellectual property field, INTA takes seriously its responsibility to provide accurate and authoritative materials for use by its members and/or the public, as well as by relevant courts and tribunals. INTA also takes seriously its responsibility to honor intellectual property rights. Therefore, as a Committee Member, you agree to the Committee Content Policy described herein.

General Information – Committee Chairs and Vice Chairs

Committee Chairs and Vice Chairs are appointed for a two-year committee term. Committee Chairs and Vice Chairs can be expected to allot approximately 5 – 10 hours per month for regular meetings, conference calls and related committee activities.

Most committees meet monthly via video or telephone conference call for at least an hour, but the frequency of the meetings is dictated by the committee's projects throughout the year. In addition, during the two-year committee term, Committee Chairs and Vice Chairs are expected to register for and attend the Annual Meeting and the Leadership Meeting and participate in their committee meetings during these events.

Committee Chairs and Vice Chairs should expect to spend approximately 1-3 hours preparing for each committee meeting, including time spent developing and reviewing the agenda and related materials distributed to each committee member prior to the committee meeting. Committee Chairs and Vice Chairs should be prepared to lead the discussion during the meeting and ask questions of the appropriate volunteers or staff to clarify issues or raise concerns.

Committee Chairs and Vice Chairs may be asked to present a report on their committee's activities and accomplishments to the Board of Directors from time to time.

Committee Chairs and Vice Chairs have a general responsibility to promote INTA to professional colleagues, encouraging non-members to join the Association and to become active participants. They should generally inform the public and others about INTA and mention their affiliation, when appropriate, in press interviews, articles and speaking engagements.

Committee Chairs and Vice Chairs must adhere to conflict of interest, ethics and confidentiality policies as promulgated.

Responsibilities – Committee Chairs and Vice Chairs

While participating as part of a committee, Committee Chairs and Vice Chairs must:

- believe in and actively support the mission of the Association;
- be employed by an INTA member company or firm, or have an Academic membership;
- demonstrate a commitment to the Association through regular meeting attendance, including committee video or telephone conference calls and meetings at the Annual and Leadership Meetings;
- comply with applicable laws, regulations, bylaws, and policies;
- direct and oversee the committee's activities;
- ensure timely communications within the committee and among other committees and staff;
- share insights to help the committee make appropriate decisions and policy;
- with the staff liaison, develop the committee's mission and objectives;
- participate in the annual nominations process, identifying and nominating individuals to serve in leadership positions (e.g., as Officers, Counsel, Directors, Committee Chairs and Vice Chairs);
- prepare well for all meetings;
- with the staff liaison, maintain records and relevant information on committee work;
- annually, at the request of the Chief Executive Officer, evaluate the INTA Staff Liaisons responsible for the committee;
- resign from the committee when no longer able to support the mission or devote the necessary time to be a productive committee leader; and
- comply with the Committee Content Policy: To the extent that you, as a Committee Member produce Committee Content, you agree to grant to INTA an irrevocable, perpetual, worldwide, sublicenseable, transferable, royalty-free license to reproduce,

distribute, publish, create derivative works of, publicly display and perform, and/or otherwise monetize the Committee Content in all media now known or later developed; grant INTA permission to give third parties the right to publish the Committee Content and agree you will not give third parties this right; represent and warrant that the Committee Content is original and has not been previously published; that the Committee Content does not infringe any copyright, trademark, or other intellectual property right or other right of any third party, does not contain any libelous or unlawful matter, and all statements asserted as facts are true to the best of your knowledge and belief; agree that, to the extent any third-party material is included in your Committee Content, you will notify INTA that you have obtained all necessary rights to include it; that all Committee Content properly acknowledges and provides accurate attribution for all source information or material; that the Committee Content was not created as a work-made-for-hire for your employer or any other third party; agree to hold harmless and indemnify INTA from any claims and costs that may arise from INTA's use of the Committee Content; and grant INTA the right to use your name, likeness, and biography in connection with the Committee Content and promotion of the Committee Content.

Use of Generative Language and Machine Learning Systems – Committee Chairs and Vice Chairs

At INTA we know that technology, such as generative language and machine learning systems ("AI Systems"), can help its members to increase efficiency and improve their contributions to the work of the Committee. However, INTA recognizes the importance of employing AI Systems in an appropriate manner that prioritizes the protection of rights and interests of INTA, the Committee Members, and third parties. Therefore, INTA expects the Committee Members to apply the following principles for the responsible and ethical use of AI Systems in conjunction with INTA work:

- **Transparency:** Committee Members shall disclose the use of AI Systems in their INTA work, ensuring transparency in matters, documents, and communications related to INTA.

- **Accuracy:** Committee Members must review and verify the quality, accuracy, and completeness of any information generated by AI Systems.

- **Confidentiality:** Committee Members shall not input into AI systems confidential information or any data that could represent a risk or damage to INTA or other Members. When in doubt, the information should be treated as confidential.

- **Purpose:** Committee Members shall not use AI Systems for any purpose that is illegal, unethical, harmful, offensive, or to distribute any content that is abusive, hateful, discriminatory, defamatory, or exploitative.

- **AI-enabled add-ons:** The use of AI-enabled add-ons or plug-ins integrated into other platforms is prohibited unless such tools provide clear visibility of their activation and usage, so that INTA Members can opt out if they prefer to avoid their use.

- **Intellectual Property Rights:** Committee Members shall review the terms of use for any third-party content to ensure they have permission to input content into AI Systems. Before

using any AI-generated output, they must take reasonable steps to verify it does not infringe intellectual property rights.

- **Data Privacy and Security:** Committee Members shall adhere to INTA's data privacy policy and avoid entering third-party personal data into AI Systems without prior explicit consent.

- **Use of INTA's Documents:** Committee Members must not upload, input, or otherwise submit to any AI system, tool, or platform any documents or information related to INTA—including but not limited to materials provided by INTA, internal communications, or content developed in connection with their work for INTA—unless the AI system is closed (i.e., not publicly accessible), does not store the information, and does not use the input to train or improve the AI model. In such cases, Committee Members must ensure that the system's terms of use and technical specifications confirm these safeguards before proceeding.

- **Accountability:** Committee Members are encouraged to use AI systems responsibly, as they are accountable for their application. INTA is not responsible for any unintended outcomes resulting from their use.

As AI systems evolve rapidly, these principles may be updated, so members are encouraged to review them periodically.