

Press Releases

2017

International Trademark Association’s 2018-2021 Strategic Plan Positions the Organization to Effectively Foster Consumer Trust, Economic Growth, and Innovation

New York, New York – December 15, 2017 – At the start of the new year, the International Trademark Association (INTA) will implement its 2018-2021 Strategic Plan. Fulfilling INTA’s role as a trusted and influential advocate for the economic and social value of brands, the Strategic Plan focuses on three directions that will serve to guide the Association’s activities and engagements over the next four years. INTA will (1) Promote the Value of Trademarks and Brands; (2) Reinforce Consumer Trust; and (3) Embrace Innovation and Change.

“The new strategic plan is bold and ambitious,” said INTA CEO Etienne Sanz de Acedo. “We accomplished what we set out to do in 2014 through 2017 thanks to the dedication and hard work of our talented members and staff, and I have complete confidence in our ability to realize the objectives of this new plan.”

Overall, Mr. Sanz de Acedo said, “We will remain focused on our core mission to protect trademarks and harmonize trademark laws, and we will continue advocating for effective enforcement mechanisms around the world. At the same time, we realize that the relationship between brands and consumers has evolved. To this end, we will increase our commitment to providing safety and security for consumers, and promoting the important role of trademarks and brands in the global economy as drivers of innovation and competition for the benefit of consumers, workers, brand owners, and society at large.”

2018 INTA President Tish Berard said INTA will work with the global IP community and others, including brand owners, governments, and consumer groups, to implement the plan. “This plan seeks to be inclusive and provide opportunities for collaboration and dialogue as we support the growth of brands while protecting and enhancing consumer engagement with brands,” she said.

At the start of the plan, among the projects that INTA will undertake in 2018 are the development of a new website, the implementation of a robust digital strategy for the Unreal Campaign to engage teens, and the creation of a brand value strategy that will help trademark and IP professionals demonstrate the value of brands and the impact of their own work on brand value.

INTA leadership presented the Strategic Plan and its corresponding Implementation Plan to members at the INTA Leadership Meeting in Washington, D.C., last month, following the Board of Directors’ approval of the Strategic Plan in March. A video recording of the presentation is available [online here](#).

About the International Trademark Association (INTA)

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries who benefit from the Association's global trademark resources, policy development, education, training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi. For more information, please visit www.inta.org.

International Trademark Association Adopts Model Design Law Guidelines *Document Provides the Framework to Advocate for Harmonization of Design Law*

New York, New York – November 30, 2017 – The International Trademark Association (INTA) Board of Directors recently approved a resolution adopting Model Design Law Guidelines. The guidelines will serve as a standard for the Association's analysis of and comment on national and regional design laws and regulations.

"The time is right for INTA to increase its advocacy with regard to the protection of designs," said INTA President Joseph Ferretti. "These guidelines provide the Association with a foundation from which it can advocate when a jurisdiction is thinking of creating or amending design law, and to present model laws that are beneficial to both brand owners and consumers globally."

The Board's action, taken at its November meeting, reflects the Association's broadening scope to include this aspect of intellectual property (IP) and follows the establishment of a dedicated Designs Committee in 2016. It also comes on the heels of reviews of legislation governing designs in jurisdictions around the world, including most recently in Israel, Singapore, and the European Union.

With significant advances being made in technologies, such as 3D printing, and the impact of geopolitical changes, such as Brexit, on regional and international trade agreements, design protection is top of mind for IP professionals and other stakeholders.

The Designs Committee's International Designs Harmonization Subcommittee drafted the guidelines. David Stone, the chair of the Designs Committee and partner at Allen & Overy LLP, United Kingdom, and Gregg Paradise, the subcommittee chair and partner at Lerner David Littenberg Krumholz & Mentlik, LLP, Westfield, N.J., presented them to the Board.

The guidelines are written in a jurisdictionally neutral way and enable INTA to take positions purely on design law and practice, without a connection to trademarks. "This is a living document that will evolve over time, continuing to provide INTA staff and committees with a core set of principles to use with regards to design law globally," Mr. Stone said.

In drafting the guidelines, committee members considered INTA's approach to similar guidelines covering trademarks and anticounterfeiting but from a design perspective. They also drew on both existing and proposed design rights treaties and legislation that reflect current design law thinking, as well as INTA members' expertise worldwide.

INTA's [Model Laws and Guidelines](#) are made available to legislatures and IP offices around the

world that are working to draft or revise IP-related statutes, regulations, and agreements.

Also related to design, INTA will be hosting a conference entitled “The [2018 Designs Conference: The Power of Design](#)” in London on February 26-27, 2018. Leading business and legal experts will discuss how to harness the power of designs and navigate the challenges of obtaining valid and enforceable protection.

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International Trademark Association Publishes Brexit Position Paper Calling for ‘Minimal Disruption’ and Strong Intellectual Property Protection

New York, New York – November 28, 2017 – Recognizing the need to further advocate for strong intellectual property (IP) protection and harmonization as Brexit negotiations unfold, the International Trademark Association (INTA) Board of Directors approved a [Brexit position paper](#) at its meeting on November 7.

In the position paper, INTA is advocating that both the EU and UK “support, promote, and safeguard the following core principles for brand owners and right-holders during the negotiations as well as when ‘Brexit’ becomes effective: minimal disruption of trade, minimum costs, maximum retention of rights, and maximum transparency and legal clarity.”

The paper lists core principles and specific recommendations related to IP for both the UK and the EU27 regarding the negotiations concerning the exit of the UK from the EU. The process of developing the paper began more than a year ago. INTA’s Brexit Cross-Committees Task Force drafted the paper, and it has been rigorously vetted by key internal stakeholders, including staff and members.

“IP-intensive industries contribute significantly to employment and GDP in the EU and UK. While we recognize that the Brexit process is complex, it is vital to strive for the least amount of disruption to trademark owners, and to carefully consider IP protection given its impact on businesses, consumers, employees, and the economies in these countries,” said INTA CEO Etienne Sanz de Acedo.

“The paper also aligns strongly with INTA’s approach to advocacy by providing pragmatic solutions and offering our continued participation in consultations and user meetings conducted by the EU and UK,” he said.

INTA is in a unique and balanced position to provide input on Brexit for businesses operating in and with the EU and UK, given its strong footprint in the EU27 (1,272 members) and the UK (311 members) as well as its overall global scope. Its membership consists of more than 31,000

trademark professionals and brand owners, from major corporations to small- and medium-sized businesses, in 190 countries.

As Brexit impacts companies across all industries and of all sizes in a variety of ways, including in areas related to IP and corporate brand protection, INTA continues to closely follow developments to inform and guide its membership. INTA is working directly with the British government and IP Office, the European Commission's negotiating team, and other relevant EU authorities and stakeholders to ensure that IP and brand-related issues are properly addressed as negotiations take place.

INTA's Brexit position paper is posted on the Association's [dedicated Brexit portal](#).

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International Trademark Association Announces 2018 Competition for Original Papers on Trademark Law

New York, New York – November 15, 2017 – The International Trademark Association (INTA) is currently accepting submissions of original papers on trademark law or a matter that directly relates to, or affects, trademarks for its [2018 Ladas Memorial Award competition](#).

INTA's Ladas Memorial Award is an annual international competition that is open to both students and professionals. INTA will award the authors of the top two papers in the student category and the top paper in the professional category. These papers will be considered for possible publication in The Trademark Reporter (TMR), INTA's legal journal; publication will be subject to the TMR Committee's editorial review and approval.

The award was established in 1995 in memory of Stephen P. Ladas, a distinguished practitioner and author, and is funded by Ladas & Parry, LLP, a law firm with offices in New York, Chicago, Los Angeles, Washington, D.C., London, and Munich.

"INTA's Ladas Memorial Award recognizes original scholarly works that address relevant, timely, and emerging issues in the field of trademark law," said INTA CEO Etienne Sanz de Acedo. "In honor of the late Stephen P. Ladas, we acknowledge both students' and professionals' contributions of thought leadership and research on matters that directly impact trademarks, and we provide an opportunity to increase exposure to their important work."

Pursuant to the [official rules and requirements](#), the papers will be judged on the following criteria: nature, breadth, and timeliness of subject(s) addressed, originality of subject and of thought, extent of research and scholarship, and quality of writing. Eligible students must be enrolled as either full-time or part-time law or graduate students. Professional authors may be legal

practitioners, business professionals, and/or academics.

The student winners will each receive U.S. \$2,500 and complimentary registration to the 2018 INTA Annual Meeting, which takes place in May. The professional winner will receive a set of Stephen P. Ladas's three-volume treatise, *Patents, Trademarks, and Related Rights*, and complimentary registration to the 2018 INTA Annual Meeting.

The deadline to submit a paper is January 19, 2018. INTA will announce the winners in March 2018. To submit a paper, visit <http://www.inta.org/LadasApplication>. Please contact ladasaward@inta.org with any questions.

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Ana Letícia Allevato, Di Blasi, Parente & Associados
(Brazil)

International Trademark Association Names Rio de Janeiro Attorney '2017 Tomorrow's Leader'

New York, New York – November 1, 2017 – The International Trademark Association (INTA) is pleased to announce Ana Letícia Allevato, an attorney-at-law at Di Blasi, Parente & Associados, Rio de Janeiro, Brazil, as a recipient of its 2017 Tomorrow's Leader Award. This marks the first time that INTA is presenting this type of award.

The Tomorrow's Leader Award recognizes two outstanding young practitioners for their early leadership merits in the intellectual property (IP) industry who have been practicing trademark law for five years or less. The second 2017 award recipient is Erica B.E. Rogers, an attorney at Ward and Smith, P.A., located in Raleigh, North Carolina, United States.

A dual objective of the Tomorrow's Leader Award is to strengthen recipients' professional and personal development, as well as to raise their visibility as emerging leaders within the international trademark community.

Ms. Allevato's trademark law practice focuses on providing counsel on trademark negotiation and acquisition, coexistence agreements, and administrative procedures at the Brazilian Patent and Trademark Office. She currently serves as Brazilian Bar Association Secretary-General of the Fashion Law Committee of the Brazilian Bar Association in Rio de Janeiro.

Ms. Allevato graduated from the Federal University of Rio de Janeiro, and is currently enrolled in the Intellectual Property Law postgraduate program of Pontifícia Universidade Católica. Her course of study includes coursework on Fashion Law at Ibmec – Rio de Janeiro and at the Fashion Law Institute at Fordham Law School in New York.

"INTA is honored to present Ms. Allevato with INTA's inaugural Tomorrow's Leader Award," said INTA CEO Etienne Sanz de Acedo. "Her steadfast commitment to the advancement of trademark protection and related intellectual property rights is to be commended, and we are certain this award is just the beginning of her accomplishments as she continues to assist individuals and organizations within the fashion industry."

"To be selected as one of two young practitioners to be awarded the INTA Tomorrow's Leader Award is an extraordinary honor," said Ms. Allevato. "This award means that I will have unique opportunities to continue pursuing my goals, and it will give me the chance to learn from top practitioners from around the world. The impact of this will be to encourage and motivate other young practitioners to take on more challenges and contribute professionally to the changing landscape of IP."

As part of the award, Ms. Allevato will have the opportunity to serve on an INTA committee, be partnered with an INTA mentor, and receive complimentary registration to INTA's 2017 Leadership Meeting in Washington, D.C., in November, and its 2018 Annual Meeting in Seattle, Washington, next May.

[Click here](#) to learn more about the INTA Tomorrow's Leader award.

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A International Trademark Association nomeia advogada do Rio de Janeiro “Líder do Amanhã 2017”

Nova Iorque – 1º de novembro de 2017 – A International Trademark Association (INTA) tem o prazer de anunciar que Ana Letícia Allevato, advogada no escritório Di Blasi, Parente & Associados, no Rio de Janeiro, Brasil, recebeu o prêmio “Líder do Amanhã” 2017. É a primeira vez que a INTA atribui este tipo de prêmio.

O Prêmio “Líder do Amanhã” (Tomorrow Leader’s Award) é atribuído, por ano, a dois notáveis jovens profissionais que trabalhem com o direito das marcas há no máximo cinco anos, e visa reconhecer o seu mérito enquanto líderes emergentes na indústria de propriedade intelectual (IP). A segunda beneficiária do Prêmio deste ano é Erica B.E. Rogers, advogada no escritório Ward e Smith P.A., localizado em Raleigh, Carolina do Norte, Estados Unidos.

O duplo objetivo do Prêmio “Líder do Amanhã” é fortalecer o desenvolvimento profissional e pessoal dos participantes, assim como aumentar a sua visibilidade enquanto líderes emergentes na comunidade internacional de marcas.

No domínio das marcas, a prática jurídica de Ana Letícia engloba desde aconselhamento jurídico sobre negociação e aquisição de marcas, acordos de coexistência e procedimentos administrativos junto do INPI (Instituto Nacional da Propriedade Industrial) do Brasil; até contencioso judicial, envolvendo marcas e concorrência desleal. Atualmente, Ana Letícia serve como Secretária-Geral da Comissão de Direito da Moda (CDMD) da Ordem dos Advogados do Brasil (OAB), Seccional do Rio de Janeiro.

Ana Letícia é formada em Direito pela Universidade Federal do Rio de Janeiro (UFRJ), e está atualmente inscrita no Programa de Pós-graduação em Direito da Propriedade Intelectual da Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio). Ana Letícia também estudou Direito da Moda no Ibmecc/Rio de Janeiro e no Fashion Law Institute da Fordham Law School em Nova Iorque.

“A INTA tem a honra de atribuir a Ana Letícia Allevato o primeiro Prêmio Líder do Amanhã ” referiu o CEO da INTA, Etienne Sanz de Acedo. “Sua forte dedicação ao avanço da proteção das marcas e direitos de propriedade intelectual relacionados deve ser reconhecido e estamos certos que este prêmio é apenas o início das suas conquistas profissionais no aconselhamento de

cidadãos e empresas que operam na indústria da moda.”

“Ser selecionada como uma das duas jovens profissionais contempladas com o Prêmio Líder do Amanhã 2017 da INTA é uma honra extraordinária”, disse Allevalo. “Este reconhecimento significa que terei oportunidades únicas para continuar buscando meus objetivos, como a chance de aprender com os melhores profissionais na área da propriedade intelectual de todo o mundo. O Prêmio motivará outros profissionais jovens, como eu, a abraçar mais desafios e a contribuir profissionalmente para o dinâmico cenário da PI”.

Como parte do prêmio, Ana Leticia terá a oportunidade de integrar um Comitê da INTA, ser guiada por um Mentor da Associação, e beneficiar de inscrição gratuita em dois eventos da INTA: Leadership Meeting 2017, em Washington, DC (novembro) e Annual Meeting 2018, em Seattle, Washington, no próximo mês de maio.

[Clique aqui](#) para saber mais sobre o Prêmio “Líder do Amanhã” da INTA.

Sobre a INTA

A International Trademark Association (INTA) é uma associação global de titulares de marcas e de profissionais dedicados ao apoio às marcas e à propriedade intelectual a elas associada, a fim de proteger os consumidores e promover um comércio mais justo e eficaz. Os membros da INTA incluem mais de 7.000 titulares, profissionais e acadêmicos na área das marcas, de mais de 190 países, os quais beneficiam dos recursos globais fornecidos pela INTA no domínio das marcas, desenvolvimento de políticas, educação e formação e de uma rede internacional de contatos. Fundada em 1878, a INTA está sediada em Nova Iorque, tem escritórios regionais de representação em Bruxelas, Santiago do Chile, Shanghai, Singapura e Washington, D.C. e representantes em Genebra e Nova Delhi. Informação detalhada sobre a INTA pode ser encontrada em <http://www.inta.org> ou em <https://www.inta.org/pt/>.



Erica B.E. Rogers, Ward and Smith, P.A., (USA)

International Trademark Association Names Raleigh, North Carolina Attorney ‘2017 Tomorrow’s Leader’

New York, New York – November 1, 2017 – The International Trademark Association (INTA) is pleased to announce Erica B.E. Rogers, an attorney at Ward and Smith, P.A., in Raleigh, North Carolina, as a recipient of its 2017 Tomorrow’s Leader Award. This marks the first time that INTA

is presenting this award.

The Tomorrow's Leader Award recognizes two outstanding young practitioners for their early leadership merits in the intellectual property (IP) industry, including candidates who have been practicing trademark law for five years or less. The second 2017 award recipient is Ana Leticia Allevalo, an Attorney-at-Law at Di Blasi, Parente & Asociados, located in Rio de Janeiro, Brazil.

A dual objective of the Tomorrow's Leader Award is to strengthen recipients' professional and personal development, as well as to raise their visibility as emerging leaders within the international trademark community.

Ms. Rogers' practice focuses on trademark selection and clearance, trademark prosecution and registration, and trademark portfolio management. She received her J.D. from the University of New Hampshire School of Law's Franklin Pierce Center for Intellectual Property in 2016, where she was associate editor of IDEA: The Journal of the Franklin Pierce Center for Intellectual Property.

"INTA is honored to recognize Ms. Rogers as a 2017 Tomorrow's Leader Award recipient," said INTA CEO Etienne Sanz de Acedo. "It is gratifying to see such dedication to the advancement of trademark protection, and we are certain that the future will be very bright for Ms. Rogers as she continues to help individuals, small businesses, and large corporations with the protection of intellectual property rights."

"Organizations that listen to innovative ideas from the next generation of members are better positioned to promote and respond to change," said Ms. Rogers. "This INTA program attracts young attorneys and provides a platform for leaders within the association to network, listen, and encourage less experienced attorneys. I'm deeply honored by this recognition because it both aligns with my personal aspirations as an intellectual property lawyer and provides an opening for me to make a meaningful contribution to INTA. I look forward to being involved with INTA for years to come."

As part of the award, Ms. Rogers will have the opportunity to serve on an INTA committee, be partnered with an INTA mentor, and receive complimentary registration to INTA's 2017 Leadership Meeting in Washington, D.C., in November and its 2018 Annual Meeting in Seattle, Washington, next May.

[Click here](#) to learn more about the INTA Tomorrow's Leader Awards.

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National Inventors Hall of Fame Exhibit Focuses on Trademarks, Authentic Consumer Products

Alexandria, Virginia – October 25, 2017 – The sale of counterfeit products is a growing threat to businesses’ intellectual property rights, and consumers’ trust and safety. In 2013, the economic value of counterfeit and pirated products was estimated to be \$1.13 trillion. By the year 2022, it is projected to reach \$2.81 trillion.

How can consumers educate themselves about trademarks and protect themselves from counterfeit goods? A new interactive exhibit in the National Inventors Hall of Fame® Museum — “The Power of Trademarks,” sponsored by the International Trademark Association (INTA) — is designed to help visitors recognize authentic consumer products.

As part of the museum’s Intellectual Property Power™ wing, the exhibit opens Tuesday, Nov. 7 and will run through April 2019. Besides counterfeit education, the exhibit also highlights the value of trademarks and why they are important to consumers.

Companies such as American Express, Bose Corp., Crocs Inc., Michael Kors, NBA Properties Inc., Pfizer Inc., and The Procter & Gamble Co. contributed to the exhibit’s design and content. One of the exhibit highlights is an interactive display allowing museum visitors to examine authentic and counterfeit products. Visitors choose the product they think is real, and the display reveals the truth and offers tips for how they can tell the difference moving forward.

“The Power of Trademarks” exhibit is part of INTA’s broader anticounterfeiting initiative, which



includes developing best practices for trademark owners and service providers to use in addressing counterfeits on the Internet; partnering in the Global Congress on Combating Counterfeiting and Piracy; and educating and engaging teenagers about the importance of trademarks and intellectual property, and the dangers of counterfeit products through its Unreal Campaign located at unrealcampaign.com.

“The magnitude of counterfeiting and piracy is rapidly increasing,” said INTA CEO Etienne Sanz de Acedo. “This exhibit brings to life the important need for vigorous enforcement of strong laws that provide protection for trademarks worldwide. By partnering with the National Inventors Hall of Fame, INTA can equip consumers with the tools they need to identify legitimate sources of goods and services in the marketplace — benefitting themselves and the companies they buy products from.”

“Manufacturers invest heavily in product development, quality and safety, and the advancements made create brands consumers can trust,” said NIHF CEO Michael Oister. “Our exhibit, built in partnership with the International Trademark Association, displays the major issues that are occurring right now with counterfeit goods and brands, and resultant negative effects on consumer trust and loss of jobs. Our goal at the National Inventors Hall of Fame is to educate consumers to make smarter decisions and purchase with confidence.”

The National Inventors Hall of Fame Museum is located at the United States Patent and Trademark Office’s Madison Building in Alexandria, Va. The museum is open Monday through Friday from 10 a.m. to 5 p.m. and Saturday from 11 a.m. to 3 p.m., and admission is free and open to the public. For more information visit invent.org/honor/hall-of-fame-museum.

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About the National Inventors Hall of Fame

The National Inventors Hall of Fame (NIHF) is the premier nonprofit organization in America dedicated to recognizing inventors and invention, promoting creativity, and advancing the spirit of innovation and entrepreneurship. Founded in 1973 in partnership with the United States Patent and Trademark Office, NIHF is committed to not only honoring the individuals whose inventions have made the world a better place, but to ensuring American ingenuity continues to thrive in the hands of coming generations through its national, hands-on educational programming and collegiate competitions focused on the exploration of science, technology, engineering and mathematics. The National Inventors Hall of Fame Museum is a Smithsonian Affiliate. For more information, visit invent.org. To nominate an inventor for Induction, visit invent.org/nominate.

International Trademark Association Announces 2017 President's and Volunteer Service Award Recipients

New York, New York – October 19, 2017 – The International Trademark Association (INTA) today proudly announced the winners of its 2017 President's and Volunteer Service Awards (VSAs).

The recipients of the President's Award are Gerhard Bauer and Theodore ("Ted") Davis, who have both made major contributions to INTA for decades and have served on the Board of Directors. INTA presents this prestigious honor annually to the most distinguished INTA volunteers for careers dedicated to trademarks and intellectual property (IP) protection and advancement, and contributions that have advanced INTA's mission and made a lasting impact on the Association.

The Association has awarded the VSAs, in five categories, to INTA members who have gone beyond their regular duties as INTA volunteers in service of the Association and the broader public. Eligible recipients are INTA subcommittee chairs, committee members, and non-committee volunteers.

"It is a great honor to celebrate the achievements of our member volunteers. Their contributions advance INTA's objectives and leave an enduring and positive impact on the global intellectual property community," said INTA President Joseph Ferretti. "These deserving individuals have helped set a strong foundation for INTA's next chapter, as we embark on a new committee term and the implementation of our 2018-2021 Strategic Plan. On behalf of all INTA's members, I thank them for their hard work and dedication to our Association."

The recipients will officially receive their awards at INTA's annual Leadership Meeting in Washington, D.C., in early November.

2017 President's Award Winner: Gerhard Bauer, IP Consultant (Stuttgart, Germany)

Gerhard Bauer has been an INTA member since 1998. He joined the Board of Directors in 2004 and served as INTA President in 2011. Mr. Bauer headed the search committee for INTA's new CEO beginning in 2012, and was instrumental in INTA's efforts to help Mexico and Colombia accede to the Madrid Protocol through his participation in numerous delegations and advocacy campaigns.

Over the years, Mr. Bauer has been active on many committees, including the Executive Committee, Finance Committee, Nominating Committee, and the 2008 Annual Meeting Project Team. INTA thanks Mr. Bauer for his leadership, passion, and tireless work for the Association. As one of his peers noted, he has been "an exceptional representative of INTA."

2017 President's Award Winner: Theodore ("Ted") H. Davis, Jr., Partner, Kilpatrick Townsend & Stockton LLP (Atlanta, Georgia, United States)

As a trademark attorney for 27 years and active in INTA since 1991, Ted Davis has had a profound influence on the Association and on U.S. trademark policy. His peers describe him as a legal icon, a terrific writer, and a tireless volunteer. Mr. Davis is best known for his work on The Trademark Reporter's United States Annual Review, which he has co-authored for the past 17 years. He has also taken the lead in drafting a number of INTA's amicus briefs, some of which were filed with the U.S. Supreme Court.

Mr. Davis has served on the Executive Board of INTA's Board of Directors, as chair of the International Amicus Committee, Chair of the Famous and Well-Known Marks task force, and as a member of many other committees and task forces, including serving on the Editorial Board of The Trademark Reporter. INTA congratulates him for, as one member who nominated him said, "excelling in every capacity in which he has served."

Advancement of Trademark Law: Jennifer Morton, Partner, Gowling WLG (Toronto, Canada)

Jennifer Morton serves as Chair of INTA's Trademark Office Practices Committee, Canadian IP Office (CIPO) Subcommittee. In this role, she has made unparalleled progress in fostering a positive and productive working relationship with CIPO at a time when Canada is in the midst of adopting new legislation and regulations to accede to the Madrid, Singapore, and Nice treaties.

In just 30 days, Ms. Morton and her fellow subcommittee members compiled a 111-page response to Canada's new draft Trademark Regulations on behalf of INTA. This work has helped pave the pathway for INTA's continued engagement in the development of Canada's trademark laws and regulations.

Advancement of Committee or Subcommittee: Jason Champion, Partner, Knobbe Martens LLP (Irvine, California, United States)

Jason Champion led the Young Practitioners Committee's Tomorrow's Leader Award Subcommittee that was responsible for the creation and introduction in 2017 of INTA's Tomorrow's Leader Award. Recognizing the need to attract and nurture future leaders for INTA, Mr. Champion brought a tremendous amount of passion to the project, building a team and drafting objectives to develop this new award. Thanks to his unwavering commitment over the past two years, INTA is able to present this inaugural award this year.

In advancing the objectives of his subcommittee during the 2016–2017 term, Mr. Champion's efforts will serve to engage and motivate many INTA members in the future.

Advancement of the Association: Megan Bannigan, Counsel, Debevoise & Plimpton LLP (New York, New York, United States)

As Chair of the Pro Bono Committee's Clearinghouse Implementation Subcommittee, Megan Bannigan was instrumental in the development and roll out of INTA's Pro Bono Trademark Clearinghouse. Under her guidance, INTA established the clearinghouse pilot program to bolster the protection of IP by matching eligible clients in need of trademark legal services with INTA members who will provide these services free of charge.

Ms. Bannigan led her subcommittee through the development of the application criteria and evaluation process, as well as the review of the initial applicants for the pilot program. The launch of the Pro Bono Trademark Clearinghouse is a major accomplishment for INTA, providing trademark lawyers with the opportunity to enjoy the satisfaction of pro bono work, and eligible individuals and organizations with legal advice that they might not otherwise be able to obtain.

Pro Bono Services Provided by Individuals: Jaime Vining, Partner, Friedland Vining, P.A. (Miami, Florida, United States)

Jaime Vining has worked closely for many years with Dade Legal Aid, a nonprofit law firm that provides legal services for low-income children, teenagers, women, and families in Florida. Since

2010, she has played a pivotal role in implementing and organizing the firm's "Patently Impossible Project," which has raised more than \$150,000 to provide legal representation in underserved communities. Ms. Vining has also participated in Dade Legal Aid's Volunteer Lawyers for the Arts Program that offers pro bono legal consultations to local artists.

Pro Bono Services Provided by Organizations: Archer & Greiner, P.C. (Hackensack, New Jersey, United States)

Archer & Greiner, P.C., provided pro bono legal services in this year's landmark U.S. Supreme Court case, *Matal v. Tam*. At issue was the trademark THE SLANTS, which musician Simon Shiao Tam and his Asian-American rock band sought to register. The U.S. Patent and Trademark Office (USPTO) denied registration under the disparagement clause of Section 2(a) of the Lanham Act, but the U.S. Court of Appeals for the Federal Circuit reversed the USPTO's refusal en banc. Archer & Greiner's team of Joel MacMull, John Connell, and Ronald Coleman, successfully represented Tam before the U.S. Supreme Court; its 8-0 ruling affirmed the decision of the Federal Circuit that the ban on the registration of disparaging trademarks violates the First Amendment of the U.S. Constitution. This case will undoubtedly have a lasting impact on U.S. trademark law.

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries, who benefit from the Association's global trademark resources, policy development, education, training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi.

Conference to Explore the Impact of Corporate Social Responsibility on Brand Value

New York, New York – October 18, 2017 – The International Trademark Association (INTA) will explore the impact of Corporate Social Responsibility (CSR), sustainability, and integrity on brands and business results across all industries at its first Brand Authenticity Conference in Berlin, Germany on November 30—December 1, 2017.

"Corporate Social Responsibility is a timely and relevant topic in today's evolving marketplace, as consumers increasingly turn to brands not only for the delivery of products and services, but also in search of a promise of how these products and services can positively contribute to social and environmental change for communities at large," said INTA CEO Etienne Sanz de Acedo. "INTA's Brand Authenticity conference will highlight the evolution of consumer priorities and expectations, and how business, legal, and marketing stakeholders all play a role in delivering and protecting a brand's value."

Keynote speaker Aiko Bode, Group Chief Sustainability Officer for Fenix Outdoor International AG, Germany, will share how this renowned European apparel and equipment brand is winning by directly linking sustainability to growth. The speakers for this program include many well-known brands, including Toms Shoes, Inc., Anheuser-Busch InBev S.A., Lego System A/S, Abercrombie & Fitch Co., and V.F. Corporation.



Sessions include CSR and social media as the new storytelling tool for brands, diversity and inclusion for brands and brand professionals, the unexpected partnership between anticounterfeiting and CSR, and trademark protection guidelines for navigating the new “green” landscape.

The conference is designed for IP professionals, attorneys, brand owners, brand protection professionals, government relations professionals, and advertising and marketing specialists, and provides numerous opportunities for networking. It will be presented in English, and qualifies for Continuing Legal Education (CLE) credits and Continuing Professional Development (CPD) points.

For more information and to register for the Brand Authenticity conference, visit www.inta.org/2017Berlin.

About the International Trademark Association (INTA)

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First-Time Study Demonstrates Trademarks’ Major Contribution to GDP, Exports, and Jobs in Indonesia

Jakarta, Indonesia – September 14, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world’s seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets of Southeast Asia.

Specifically, looking at data from 2012 to 2015, Indonesia’s trademark-intensive industries contributed 21% to GDP and 51% when indirect contributions through the supply chain are considered. Trademark-intensive industries in Indonesia comprised 27% of the country’s share of exports, including food manufacturing which accounted for around 19% of total manufacturing

value added. In terms of employment, workers in trademark-intensive industries represented 26% of total employment.

“Trademark-intensive industries positively impact economies in the major markets in South East Asia region, including Indonesia,” notes INTA Member Gunawan Suryomurcito, S.H., M.H, Executive, Rouse Indonesia, in Jakarta, Indonesia. “This new study indicates the relationship between trademark-intensive industries and effects on employment, economic development, and international trade, and further illuminates the opportunity for economic growth in Indonesia through supporting trademarks and brands within Indonesia.”

INTA CEO Etienne Sanz de Acedo said the study results “underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries. As we explore the long-term economic and social implications of trademarks and related intellectual property (IP) rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection, including protection of goods in transit.”

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, IP-intensive industries in Europe generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy. In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers’ share of the workforce ranged from 8% to 26% of total employment.

Click [here](#) to download the ASEAN impact report, [here](#) to download an Indonesia-focused infographic in English and [here](#) for an infographic in Bahasa Indonesia.

About INTA

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First-Time Study Demonstrates Trademarks' Major Contribution to GDP, Exports, and Jobs in Five ASEAN Countries

New York, New York – September 14, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world's seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets in Southeast Asia. Looking at data from 2012 to 2015, it captures both the direct and indirect value that trademarks yield to economies, governments, and consumers, and analyzes the central role of trademarks in accelerating economic development and increasing export shares within cross-border supply chains.

Specifically, across trademark-intensive industries within the five countries studied, direct contribution to GDP varied between 17% and 50%, indirect contribution to GDP ranged from 40% to 60%, and workers' share of the workforce ranged from 13% to 29% of total employment. With regard to international trade, trademark-intensive industries, including manufacturing of computers, electronics, and food production, contributed from 27% to 60% of each country's share of exports. Additionally, region-wide analysis suggests that export shares of trademark-intensive industries are highest in the regions where computers and electronics are prominent.

"This study adds to the growing body of global research on the importance of trademarks," said INTA CEO Etienne Sanz de Acedo. "These results underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries."

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, intellectual property (IP)-intensive industries generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy. In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers' share of the workforce ranged from 8% to 26% of total employment.

"As we explore the long-term economic and social implications of trademarks and related intellectual property rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection," said Mr. Sanz de Acedo.

The ASEAN impact report and infographics can be downloaded [here](#).

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries, including 289 members in the ASEAN region, who benefit from the Association's global trademark resources, policy development, education, training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi. For more information, please visit www.inta.org.

First-Time Study Demonstrates Trademarks' Major Contribution to GDP, Exports, and Jobs in Malaysia

Kuala Lumpur, Malaysia – September 13, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world's seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets of Southeast Asia.

Specifically, looking at data from 2012 to 2015, trademark-intensive industries within Malaysia generated a 30.3% direct contribution to GDP and 60% indirect contribution to GDP, reflecting a direct correlation between trademark-intensive and non-trademark intensive industries. Trademark-intensive industries in Malaysia comprised 55% of the country's share of exports, including manufacturing of computers, and electronics and related equipment which accounted for around 19% of total manufacturing value added. In terms of employment, output, and value-added, workers' share of the workforce represented 24% of total employment.

"Trademark-intensive industries in Malaysia yield considerable economic benefits that directly impact employment rates and productivity," noted INTA Member Michael C.M. Soo, Deputy Managing Partner, Shook, Lin & Bok, Kuala Lumpur, Malaysia. "Evidence from this study indicates

the nexus between trademarks and positive contributions to economic development and international trade in major economies within the ASEAN region.”

INTA CEO Etienne Sanz de Acedo said the results of the new study “underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries. As we explore the long-term economic and social implications of trademarks and related intellectual property (IP) rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection, including protection of goods in transit.”

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, IP-intensive industries generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy. In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers’ share of the workforce ranged from 8% to 26% of total employment.

Click [here](#) to download the ASEAN impact report, [here](#) to download a Malaysia-focused infographic in English, [here](#) for an infographic in Bahasa Malaysia, and [here](#) for an infographic in Chinese.

About INTA

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首次调查揭开商标对马来西亚国内生产总值、出口和聘雇发挥的巨大作用

马来西亚吉隆坡- 2017年9月13日-国际商标协会 (INTA) 今日公布的一项研究显示, 那些常用商标的产业对东盟五大经济体做出巨大贡献。这份名为「商標密集型领域对印尼、大马、菲律宾、新加坡和泰国的经济贡献」的调查报告指出, 商标密集型活动增加各个领域的就业机会以及提高国际贸易往来。商标密集型产业是指商标注册数量高于其他领域的产业, 按该产业雇员总数加权采计。

新鲜出炉的报告正好赶上东盟成立 50 周年庆典。东盟如今已是全球第七大经济体，在过去 50 年一直是第三大劳动力市场。国际商标协会采纳的报告是由全球知名经济研究所 Frontier Economics 负责研究和撰写。这份史无前例的报告主要研究商标对东南亚各国的国内生产总值、出口份额和就业的关联。

2012 年至 2015 年的数据显示，马来西亚商标密集型产业为国内生产总值直接贡献了 30.3%，间接贡献 60%，反映了商标密集型产业与非商标密集型产业两者之间有直接的关系。马来西亚商标密集型产业占国家出口份额 55%，包括电脑、电子和相关器材的制造生产，占总制造业增加值 19%。在聘雇、产出和增值方面，工人在整体聘雇人员份额中占 24%。

国际商标协会会员兼马来西亚吉隆坡 Shook, Lin & Bok 法律事务所副管理合伙人 Michael C.M. Soo 说：“马来西亚商标密集型产业对聘雇率和生产带来巨大的经济利益。这份报告显示了商标对东盟多个主要经济体的经济发展和国际贸易很有贡献，它们之间有一定的关联。”

国际商标协会首席执行官 Etienne Sanz de Acedo 说：“这份报告的结论显示了跨领域经济增长蕴藏巨大的潜能，它必须通过向企业界、政府和民众宣传商标价值，设立国家商标系统和商标密集型产业才能刺激跨领域的经济增长。当我们正在探索商标和相关知识产权的长期经济和社会作用时，公共和私人领域必须加快脚步，正视这个课题，同时也要支持政府对商标和品牌订立及保护，包括保护在途存货 (goods in transit) 的举措。”

这份采用与欧盟知识产权局 (EUIPO) 和美国专利及商标局 (USPTO) 相似研究方法的东盟报告，也反映了商标密集型活动新的分析趋势。2011 年至 2013 年，欧盟知识产权密集型产业生产超过欧盟整体经济活动的 42%；商标密集型产业则生产将近整体活动的 36% (4 兆 8000 万欧元)，制造了将近 4600 万个就业机会 (21%)。美国专利及商标局也进行了一个类似的调查，发现知识产权密集型产业是美国经济中主要、不可分割的部分，而且还在不断地成长中。

2014 年，商标密集型产业为美国制造了 2370 万个就业机会。拉丁美洲方面，国际商标协会近期一项针对智利、哥伦比亚、巴拿马、秘鲁和墨西哥商标密集型产业的研究显示，从 2010 年至 2014 年，商标密集型产业为这些国家的国内生产总值贡献 10% 至 21% 不等，工人占整体聘雇人员份额 8% 至 26% 不等。

欲下载东盟研究报告，请点击[这里](#)。若要下载针对马来西亚的图解，请点击[这里](#) (马来版 / 中文版)。

国际商标协会 (INTA) 简介

国际商标组织 (INTA) 是一个由商标所有人和商标专业机构组成的国际组织，致力于支持商标和相



关知识产权的发展，保护消费者利益，促进公平有效的贸易秩序。它拥有超过 7000 名来自全球逾 190 个国家的会员，他们包括商标所有人、专业人士和学者，其中 40 名会员来自马来西亚。他们从国际商标协会的全球资源、政策发展、教育、培训和国际联系网络受益良多。国际商标协会成立于 1878 年，总部在美国纽约，并在布鲁塞尔、圣地亚哥、上海、新加坡和华盛顿设有办事处。该协会在日内瓦和新德里也驻有代表。欲知详情，请浏览 www.inta.org。

First-Time Study Demonstrates Trademarks' Major Contribution to GDP, Exports, and Jobs in Thailand

Bangkok, Thailand – September 12, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from *The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand* indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world's seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets of Southeast Asia.

Specifically, looking at data from 2012 to 2015, trademark-intensive industries within Thailand generated a 22% direct contribution to GDP and 40% indirect contribution to GDP, reflecting a direct correlation between trademark-intensive and non-trademark intensive industries. In terms of employment, output, and value-added, workers' share of the workforce represented 13% of total employment. Trademark-intensive industries in Thailand comprised 60% of the country's share of exports, including manufacturing of computers, electronics and related equipment, and motor vehicles which each accounted for around 13% of total manufacturing value added.

"In Thailand, manufacturing constitutes a trademark-intensive sector that yields considerable economic contributions for the country's economy. Findings from the study also indicate that even non-trademark intensive industries in Thailand are heavily supported by trademark-intensive industries," noted INTA Member Dr. Jakkrit Kuanpoth, Of Counsel, Tilleke & Gibbons in Bangkok, Thailand. "This new study reinforces the notion that trademark-intensive activities play a pivotal role in driving innovation, accelerating economic development, and strengthening international trade for Thailand as the country enacts the new Thailand 4.0 Strategy."

INTA CEO Etienne Sanz de Acedo said the results of the new study "underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries. As we explore the long-term economic and social implications of trademarks and related intellectual property (IP)

rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection, including protection of goods in transit.”

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, IP-intensive industries in Europe generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy. In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers’ share of the workforce ranged from 8% to 26% of total employment.

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Conference to Explore Impact on Intellectual Property of Economic, Social, and Political Changes in Latin America

New York, New York – September 12, 2017 – The International Trademark Association (INTA) will explore the impact on intellectual property (IP) of the vast economic, social, and political changes taking place throughout Latin America at a conference on October 2 and 3 in Cartagena, Colombia.

INTA’s [Changing Landscape of Latin America conference](#) will highlight emerging opportunities and pitfalls as well as regulatory restrictions, enforcement strategies, protection, and technological advances that may affect both start-up and established companies doing business in the region. Sessions include online counterfeiting, guidelines for brand loyalty in a social media-driven world, how to measure and value a brand, balancing IP rights and regulatory restrictions, and the interrelationship between corporate social responsibility, sustainability, and brands.

The event reinforces the Association’s growing focus on Latin America as the region becomes an increasingly important contributor to the global economy. On May 2, INTA celebrated the opening of its Latin America and Caribbean Representative Office, located in Santiago, Chile.

The conference is designed for IP professionals, attorneys, brand owners, brand protection professionals, entrepreneurs, and marketing professionals, and provides numerous opportunities for networking. It will be presented in English, and qualifies for Continuing Legal Education (CLE) credits and Continuing Professional Development (CPD) points.

Keynote speaker Francisco Samper, Founder/President, MullenLowe SSP3 and Regional Director, MullenLowe Latin America, Bogota, Colombia, will discuss how advertising campaigns influenced the Colombian peace process, drawing from his agency's award-winning work for Colombia's Ministry of Defense to demobilize the FARC guerilla program. Building on this, themes throughout the conference will examine the role brands and advertising play in the continued economic growth and investment opportunities in the region.

The more than 30 speakers represent well-known brands, including Grupo Televisa, Globant SA, Pepsico, Inc., Hard Rock International, Procter & Gamble, Alqueria S.A., Luxottica SpA, and Federación Nacional de Cafeteros de Colombia.

Following the conference, on October 4, INTA will host a workshop, Free Trade Zones: Commerce vs. Counterfeits, during which brand owners, free trade zone authorities, government officials, and other stakeholders will explore the ongoing threat of counterfeiting in free trade zones.

For more information and to register for the Changing Landscape of Latin America conference and the Free Trade Zones workshop, visit www.inta.org.

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Conferencia para explorar el impacto sobre la propiedad intelectual de los cambios políticos, económicos y sociales en América Latina

Nueva York, Nueva York – 12 de septiembre de 2017 – La Asociación Internacional de Marcas (International Trademark Association, INTA) explorará el impacto sobre la propiedad intelectual (PI) de los diversos cambios políticos, sociales y económicos que están ocurriendo en América Latina, durante una conferencia que se llevará a cabo el 2 y 3 de octubre en Cartagena, Colombia.

[La conferencia El cambiante panorama de América Latina de la INTA](#) explorará las nuevas oportunidades y dificultades, así como las restricciones normativas, las estrategias de aplicación, la protección y los avances tecnológicos que podrían afectar tanto a nuevos emprendimientos como a compañías ya establecidas que hacen negocios en la región. Las sesiones incluirán falsificación por Internet, pautas para obtener la lealtad a la marca en un mundo dominado por redes sociales, cómo medir y valorar una marca, equilibrio entre los derechos de PI y las restricciones normativas, y la interrelación entre la responsabilidad social corporativa, la

sostenibilidad y las marcas.

El evento refuerza la atención creciente de la Asociación en América Latina, a medida que esta región se convierte en un actor cada vez más importante dentro de la economía mundial. El 2 de mayo, la INTA celebró la inauguración de la sede de representación de América Latina y el Caribe, ubicada en Santiago de Chile.

La conferencia está destinada a profesionales de PI, abogados, propietarios de marcas, profesionales de protección de marca, empresarios y profesionales de marketing, y brinda numerosas oportunidades para el desarrollo de redes. Se dictará en inglés y califica para los puntos de Educación Legal Continua (Continuing Legal Education, CLE) y Desarrollo Profesional Continuo (Continuing Professional Development, CPD).

El orador destacado Francisco Samper, fundador/presidente de MullenLowe SSP3 y director regional de MullenLowe para América Latina, Bogotá, Colombia, analizará de qué manera las campañas publicitarias influyeron en el proceso de paz en Colombia, con base en el trabajo premiado de su agencia para el Ministerio de Defensa de Colombia con el fin desmovilizar el programa subversivo de las FARC. A partir de allí, todos los temas que se tratarán en la conferencia abordarán el rol que desempeñan las marcas y las publicidades en el crecimiento económico continuo y en las oportunidades de inversión en la región.

Habrán más de 30 oradores de marcas reconocidas, entre ellas, Grupo Televisa, Globant SA, Pepsico, Inc., Hard Rock International, Procter & Gamble, Alquería S.A., Luxottica SpA y Federación Nacional de Cafeteros de Colombia.

Al concluir la conferencia, el 4 de octubre, la INTA realizará el taller Free Trade Zones: Commerce vs. Counterfeits (Zonas francas: comercio y falsificación), durante el cual los propietarios de marcas, las autoridades de las zonas francas, los funcionarios de gobierno y otras partes interesadas explorarán las amenazas continuas de falsificación en las zonas francas.

Para obtener más información e inscribirse en la conferencia El panorama dinámico de América Latina y en el taller Free Trade Zones, visite www.inta.org.

Acerca de la Asociación Internacional de Marcas (INTA)

La Asociación Internacional de Marcas (INTA) es la asociación global de profesionales y propietarios de marcas dedicada a respaldar las marcas y la PI relacionada con el fin de proteger a los consumidores, y promover el comercio justo y eficaz. Entre los miembros se incluyen más de 7000 propietarios de marcas, profesionales y académicos de más de 190 países, que se benefician a partir de los recursos de marcas globales, el desarrollo de políticas, la educación, la capacitación y la red internacional de la Asociación. La INTA, fundada en 1878, tiene su oficina central en la ciudad de Nueva York, posee oficinas en Bruselas, Santiago, Shanghái y Washington D.C., y cuenta con representantes en Ginebra y Nueva Delhi. Para obtener más información, visite www.inta.org.

First-Time Study Demonstrates Trademarks' Major Contribution to GDP, Exports, and Jobs in the Philippines

Manila, Philippines – August 31, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from *The Economic Contribution of Trademark-Intensive Industries* in Indonesia, Malaysia, the Philippines, Singapore, and Thailand indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world's seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets of Southeast Asia.

Specifically, looking at data from 2012 to 2015, trademark-intensive industries within the Philippines generated a 17% direct contribution to GDP and 41% indirect contribution to GDP, reflecting a direct correlation between trademark-intensive and non-trademark intensive industries. In terms of employment, output, and value-added, workers' share of the workforce represented 15% of total employment. Trademark-intensive industries in the Philippines comprised 47% of the country's share of exports, including manufacturing of computers, and electronics and related equipment which accounted for around 40% of total manufacturing value added.

"We have been emphasizing the contribution of intellectual property (IP), including trademarks, to the country's economic development," noted Director General Josephine R. Santiago of the Intellectual Property Office of the Philippines. "We welcome this evidence-based study by INTA because it shows that there is a correlation between trademarks and economic development based on hard data. We hope that with a National Intellectual Property Strategy, which will be completed next year, we can further engage our stakeholders in making better use of the trademark system and contribute to economic development."

INTA CEO Etienne Sanz de Acedo said the results of the new study "underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries. As we explore the long-term economic and social implications of trademarks and related intellectual property rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection, including protection of goods in transit."

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, IP-intensive industries in Europe generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy.

In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers' share of the workforce ranged from 8% to 26% of total employment.

Click [here](#) to download the ASEAN impact report and [here](#) to download a Philippines-focused infographic.

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries, including 44 members in the Philippines, who benefit from the Association's global trademark resources, policy development, education, training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi. For more information, please visit www.inta.org.

First-Time Study Demonstrates Trademarks' Major Contribution to GDP, Exports, and Jobs in Singapore

Singapore – August 30, 2017 – A new impact study released today by the International Trademark Association (INTA) reports that industries which intensively use trademarks contribute significantly to five major economies in the Association of Southeast Asian Nations (ASEAN) region. Analysis from *The Economic Contribution of Trademark-Intensive Industries in Indonesia, Malaysia, the Philippines, Singapore, and Thailand* indicates that trademark-intensive activities generate increased employment across sectors and added contributions to international trade. Trademark-intensive industries are defined as those industries which file more trademarks than other industries—weighted against total employment in that industry.

The release of the report coincides with the 50th anniversary of the ASEAN, which has successfully grown to become the world's seventh-largest market and home to the third-largest labor force over the last half century. INTA commissioned the report from Frontier Economics, an internationally recognized economics research firm. The study is the first of its kind to analyze the correlation between trademarks and their economic impact on contribution to Gross Domestic Product (GDP), share of exports, and employment in major markets of Southeast Asia.

Specifically, looking at data from 2012 to 2015, trademark-intensive industries within Singapore generated a 50% direct contribution to GDP and 55% indirect contribution to GDP, reflecting interdependencies between trademark-intensive and non-trademark intensive industries. Trademark-intensive industries in Singapore comprised 60% of the country's share of exports, including manufacturing of computers and electronics which contributed 21% of total manufacturing value added. In terms of employment, output, and value-added generated by trademark-intensive industries, workers' share of the workforce represented 29% of total employment.

"From employment to share of exports, this study illustrates the remarkable degree to which trademark-intensive activities positively impact the Singaporean economy," noted INTA Member Ai

Ming Lee, Consultant, Dentons, Rodyk & Davidson, LLP in Singapore. "In Singapore, trademarks and related intellectual property (IP) play a central role in driving economic development, strengthening international trade, and developing Singapore as an IPHub."

INTA CEO Etienne Sanz de Acedo said the results of the new study "underscore the immense potential for cross-sectoral economic growth that can be unlocked by promoting the value of trademarks with the business community, government, and the general public, and by further developing national trademark systems and trademark-intensive industries. As we explore the long-term economic and social implications of trademarks and related IP rights, it becomes increasingly important for both public and private sectors to scale up engagement on this issue, as well as support government efforts to further trademark and brand development and protection, including protection of goods in transit."

Building on similar methodologies used by the European Union Intellectual Property Office (EUIPO) and the United States Patent and Trademark Office (USPTO), findings from the ASEAN report echo emerging analytical trends with regard to trademark-intensive activity. In the European Union, from 2011 to 2013, IP-intensive industries generated more than 42% of total economic activity; trademark-intensive industries alone produced 36% (€4.8 trillion) of that activity and generated nearly 46 million jobs (21%). A similar study conducted by the USPTO also found that IP-intensive industries continue to be a major, integral, and growing part of the U.S. economy. In 2014, trademark-intensive industries accounted for 23.7 million jobs in the U.S. In Latin America, according to a recent study commissioned by INTA of trademark-intensive industries in Chile, Colombia, Panama, Peru, and Mexico, from 2010 to 2014, their contribution to GDP varied between 10% and 21%, and workers' share of the workforce ranged from 8% to 26% of total employment.

Click [here](#) to download the ASEAN impact report and [here](#) to download a Singapore-focused infographic.

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries, including 64 members in Singapore, who benefit from the Association's global trademark resources, policy development, education, training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi. For more information, please visit www.inta.org.

International Trade Association Launches Pro Bono Trademark Clearinghouse Pilot Program

New York, New York – July 31, 2017 – The International Trademark Association (INTA) is pleased to announce the launch of its Pro Bono Trademark Clearinghouse. An initial two-year pilot program will take place in Germany and the United States, after which the Clearinghouse will be expanded to other countries.

The Pro Bono Trademark Clearinghouse has been created to connect eligible individuals and non-profit organizations in need of trademark legal assistance with trademark attorneys who are



looking for pro bono opportunities, and are prepared and able to assist.

“Entrepreneurs and small business owners focused on growing their businesses often overlook the role of trademark protection in those early stages of business development. The same can be said about non-profits focused on their causes. The Clearinghouse provides INTA with an opportunity to elevate the status of trademarks within the business and non-profit communities,” noted INTA CEO Etienne Sanz de Acedo. “Indeed, this is a unique opportunity to promote early trademark registration and protection, and, in doing so, also support economic growth, innovation, and worthy non-profit organizations.”

“We are excited to be launching a trademark clearinghouse. By providing individuals and eligible organizations with legal advice that they would not otherwise be able to obtain, the Clearinghouse can serve to strengthen trademark protection,” said Megan Bannigan (Debevoise & Plimpton LLP, USA), Chair of the Pro Bono Committee’s Clearinghouse Subcommittee. “Moreover, as a pro bono service, the Clearinghouse will also provide INTA members with the opportunity to enjoy the benefits of pro bono legal work.”

Participation in the Clearinghouse presents INTA members with a number of benefits, including opportunities for:

- Expanded public relations;
- Business development;
- Talent recruitment and retention;
- Training and professional development; and
- The opportunity to give back, and share their professional skills with a deserving and in need clients and causes.

During the pilot program, participation in the Clearinghouse will be limited to members of INTA’s Pro Bono Committee. This controlled launch will allow the Association to effectively evaluate and prepare the Clearinghouse for its expansion, both geographically and among the INTA membership.

For more information about the pilot program or to refer a potential client, [click here](#) or email Stacey Sutton, Associate, Member Acquisition, at ssutton@Inta.org.

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 200 countries, who benefit from the Association’s global trademark resources, policy development, education, and training, and international network. Headquartered in New York City, INTA also has offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and has representatives in Geneva and New Delhi.

International Trademark Association Announces Staff of Latin America and the Caribbean Representative Office

New York, New York – July 24, 2017 – The International Trademark Association (INTA) is pleased to announce the appointment of José Luis Londoño Fernández as INTA’s Chief Representative Officer for Latin America and the Caribbean.

Mr. Londoño comes to INTA from the Superintendency of Industry and Commerce of Colombia, where he held the position of Deputy Superintendent of Industrial Property for the past seven years. Prior to this, he practiced law as in-house counsel for the National Federation of Coffee Growers of Colombia (Federación Nacional de Cafeteros de Colombia), during which time he was also an active INTA member, serving on a number of INTA committees. Mr. Londoño holds two degrees from la Universidad Externado de Colombia, with specialization in Intellectual Property, Copyright, and New Technologies.

Working from INTA’s Latin America and Caribbean Representative Office, [which was officially opened in Santiago, Chile, earlier this year](#), Mr. Londoño will lead the Association’s operations in Latin America and the Caribbean, including strengthening relations with INTA members, governmental institutions, associations, and other stakeholders and providing input to the strategic plan, educational programs, membership development, and public policy activities.

We are also pleased to announce the appointment of Alberto Onetto as INTA’s Assistant in the Latin America and Caribbean Representative Office. Mr. Onetto holds a B.A. in History and an M.A. in International Relations from the Pontificia Universidad Católica de Chile. He is fluent in English, Portuguese, and Spanish and has worked in the education, hospitality, and wine and spirits industries. Working closely with Mr. Londoño, Mr. Onetto will work to grow INTA’s membership and support the Association’s regional marketing and communications initiatives.

INTA has more than 7,000 members in more than 190 countries around the world. Among them are 750 organizations based in Latin America and the Caribbean. “Serving our members is a top priority for INTA,” said INTA CEO Etienne Sanz de Acedo. “The opening of our Latin America and Caribbean Representative Office, and the appointment of Mr. Londoño and Mr. Onetto, will enable us to increase our interactions with governments and support of IP offices, and to more closely serve our growing membership, throughout the region.”

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related IP in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 trademark owners, professionals, and academics from more than 190 countries, who benefit from the Association’s global trademark resources, policy development, education and training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi.

International Trademark Association Commends Relaunch of Congressional Trademark Caucus with Strong Bicameral Support for Enhanced Trademark Protection

New York, New York – May 12, 2017 – The International Trademark Association (INTA) congratulates Senator Charles “Chuck” Grassley (R-IA), Senator Chris Coons (D-DE), Representative John Ratcliffe (R-TX), and Representative Ted Deutch (D-FL) in announcing the relaunch of the bicameral, bipartisan Congressional Trademark Caucus (CTC) in the 115th Congress. Representatives Ratcliffe and Deutch join founding Co-Chairs Senators Grassley and Coons as the new CTC Co-Chairs in the U.S. House of Representatives.

INTA strongly supports the dedicated efforts of the CTC Co-Chairs to join private sector, consumer, and government agency stakeholders around important trademark issues that impact consumers, brand owners (including small and medium-sized businesses), and the economy in general.

The CTC was relaunched on April 25, 2017, during a week of domestic and international focus on the impact of intellectual property (IP) on innovation, economies, and consumers worldwide. The proceedings, which centered around World IP Day on April 26, 2017, included the U.S. Senate Judiciary Committee Hearing on “Intellectual Property—Driver of Innovation: Making Our Lives Healthier, Safer, and more Productive,” and a program called “Innovation—Improving Lives” held at the U.S. Patent and Trademark Office and on Capitol Hill. Both World IP Day events featured INTA President Joe Ferretti (PepsiCo, Inc.), whose remarks emphasized the central role that trademarks and brands play when it comes to IP innovation.

While World IP Day celebrated the positive impact of IP on improving the lives of all consumers, it also provided the opportunity to focus all stakeholders on the need for increased consumer education and awareness associated with efforts to combat pervasive counterfeiting and IP theft.

“Of particular importance is the Congressional Trademark Caucus’s commitment to further educate Congress across the Congressional committee spectrum about the global threat of trademark counterfeiting and its negative impact on consumer health and safety, global economic growth and national security, particularly in light of the growing pervasiveness of trademark counterfeiting on the Internet and other e-commerce platforms,” said Mr. Ferretti.

“Purchasing fake and potentially unsafe products can be dangerous to consumers and harmful to entrepreneurs. The Congressional Trademark Caucus can help educate members of Congress, as well our constituents, about the valuable role trademarks play in the global marketplace. The Caucus will focus on a number of initiatives that will increase awareness and foster a productive public dialogue about the importance of trademarks and the risks associated with counterfeit goods,” Senator Grassley said.

“Not only are trademarks critical for companies’ ability to grow and create jobs, but they also play an important role in communicating the authenticity and integrity of products and services to customers. Counterfeit products with fake trademarks can be unsafe versions of the real thing whose sales may fund criminal networks. The Congressional Trademark Caucus will work hard in both the House and the Senate to bring attention to the need to protect trademarks and guard against the harms caused by intellectual property theft,” Senator Coons said.

“I look forward to working with my co-chairs on the Congressional Trademark Caucus to shed light on the important role trademarks play in protecting the health and safety of American families. As

a former U.S. Attorney and terrorism prosecutor, I'm also interested in raising awareness in Congress about links between counterfeits and organized crime and terrorist organizations," Representative Ratcliffe said.

"Trademarks are the lifeblood of businesses, and I am glad to serve as co-chair of the Congressional Trademark Caucus to educate and protect them. Counterfeit products can be dangerous to consumers and destructive to small and growing businesses trying to expand globally," said Representative Deutch.

According to the 2017 report "[The Economic Impacts of Counterfeiting and Piracy](#)," commissioned by INTA and the International Chamber of Commerce Business Action to Stop Online Counterfeiting and Piracy (ICC-BASCAP), it is estimated that illegal trade in counterfeit products will reach an estimated US \$991 billion by 2022, which is a substantial increase over the US \$461 billion figure the Organization for Economic Co-operation and Development (OECD) projected and attributed to the underground counterfeit economy in 2013.

As evidenced by the INTA and ICC-BASCAP joint study, the economic impact of trademark counterfeiting creates an enormous strain on the economy—depriving it of billions of dollars in legitimate economic activity. Specifically, counterfeiting deprives the government of revenues for vital public services, forces higher tax burdens on taxpayers, dislocates hundreds of thousands of legitimate jobs, and exposes consumers to dangerous and ineffective products.

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About the CTC

The CTC was established in 2014 in the 114th Congress by Senators Grassley and Coons and Representatives Howard Coble (R-NC), who is now deceased, and Suzan DelBene (D-WA) to educate Members of Congress and the general public about the important role that trademarks (logos and brands and legitimately registered Internet domain names) play in assisting consumers with safely navigating various purchasing environments.

International Trademark Association Launches Latin America and the Caribbean Representative Office

Santiago, Chile – May 5, 2017 – On May 2, 2017, the International Trademark Association celebrated the opening of its Latin America and Caribbean Representative Office, located in Santiago, Chile. The INTA inaugural celebration brought together representatives of both public and private sectors, including Chilean government officials, Latin American diplomats, trademark lawyers, and representatives of local and regional intellectual property associations.



As Latin America continues its economic growth trajectory, the region is becoming an increasingly important contributor to the global economy, which comprises approximately 7% of the world's GDP. "INTA is concentrating on the Latin American and Caribbean market to support entrepreneurship, to support innovation, to support economic development, and to protect consumers and users, which is the primary objective of our association" said Etienne Sanz de Acedo, INTA's CEO.

INTA has more than 7,000 thousand members and 32,000 associates in more than 190 countries around the world. Of those 7,000 members, 750 are based in Latin America and the Caribbean. "The purpose of this association is to serve all of our members, to interact with governments and authorities, to provide support to industrial property offices in the region, and also to raise awareness about the value of intellectual property," explained the CEO.

INTA's President, Joe Ferretti (PepsiCo.), highlighted that "opening the office will be a motivation to increase partner representation in the region and will strengthen brands and brand protection throughout Latin America and the Caribbean." In addition, he thanked everyone who helped establish the Latin America and Caribbean Representative Office.

INAPI expresses support of the Chilean Government

Representing the Chilean government, Maximiliano Santa Cruz, the National Director of the National Institute of Intellectual Property (INAPI), welcomed INTA to the country. Noting the benefits of an office located in Santiago, Santa Cruz asserted, "INTA is one of the most important IP organizations in the world, and I am very grateful INTA chose Chile as its home. INTA has the full support of INAPI and the Chilean Government. Chile will be instrumental in helping INTA accomplish its objectives throughout Latin America."

Santa Cruz added that the challenge will be to enhance trademark protection throughout the región, where the need is the greatest. "With regard to brands, several Latin American countries are among the 15 largest recipients of trademark applications," explained Santa Cruz.

Santa Cruz presented a letter from Chilean President Michelle Bachelet to INTA CEO Etienne Sanz de Acedo. In the letter, President Bachel described her pride that Santiago was selected as the location of INTA's Latin America and Caribbean Representative Office. Santiago is also home to eleven international organizations, two intergovernmental organizations and five United Nations funds and programs, as well as World Bank and the Inter-American Development Bank offices.

"It is crucial for the Chilean government to have a robust and balanced intellectual property system that serves as an effective tool for economic and social progress. The work that INTA can do from Santiago can significantly contribute to Latin America and the Caribbean to develop their potential and be a relevant player in innovation, entrepreneurship and creativity worldwide," said President Bachelet.

Impact on economic growth

"The value of brands is intrinsically linked to a country's economic growth and prosperity," said INTA's President Joe Ferretti. "As Latin America and the Caribbean continues to grow and position itself as a leader in the global economy, this office will support the trajectory of economic growth through the promotion of brands within regional communities as well as the development of national brand systems and brand-intensive industries."

According to [Las Marcas en América Latina](#), a joint study conducted by INTA and the Inter-American Intellectual Property Association (ASIPI), trademark intensive industries have a

significant impact on a country's economy. With a focus on Chile, Colombia, Mexico, Panama and Peru, the analysis reveals that those industries that use brands intensively contribute significantly to growth in employment, wages and international trade.

Specifically, brand-intensive industries generate 18.5 million jobs and US \$2,390 in revenue per person per year. In each country, the labor force participation of these workers represents between 8% and 26% of the total employment, and their contribution to the Gross Domestic Product (GDP) varies between 10% and 21%. The study also indicates that, in relation to international trade, for every US \$100 of exports, US \$15 corresponds to brand-intensive products, and for every US \$100 of imports, US\$ 26 are for branded products.

About INTA

The International Trademark Association (INTA) is a global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 organizations from 190 countries. Collectively, they contribute almost US \$12 trillion to global GDP annually. INTA member organizations represent some 30,000 trademark professionals and include brand owners from major corporations as well as small- and medium-sized enterprises, law firms, nonprofits, government agencies, and academic institutions. INTA members benefit from the Association's global trademark resources, policy development, education and training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, Washington, D.C., and representatives in Geneva and New Delhi.

**INTA's members in Latin America and the Caribbean are based in Anguilla, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, British Virgin Islands, Cayman Islands, Chile, Colombia, Costa Rica, Curaçao, Dominica, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Montserrat, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, and Venezuela.

Comenzó a operar en Chile la oficina de la Asociación Internacional de Marcas (INTA) para América Latina y el Caribe

- INTA busca apoyar la iniciativa empresarial, la innovación, el desarrollo económico y proteger a los consumidores y usuarios.
- INTA hoy tiene más de 7 mil miembros y 32 mil asociados en más de 200 países. De esos 7 mil miembros, 750 están en Latinoamérica y el Caribe.

Santiago, Chile – 5 de mayo 2017 – Con la presencia del Presidente de la Asociación Internacional de Marcas (INTA), Joe Ferretti y su CEO, Etienne Sanz de Acedo, se inauguró en Santiago de Chile la oficina de representación para América Latina y el Caribe de esta organización. En una ceremonia a la que asistieron miembros de embajadas de países latinoamericanas, abogados dedicados a la protección de marcas, representantes de asociaciones regionales y locales y autoridades del gobierno de Chile, se dio el puntapié inicial a esta organización dedicada a proteger las marcas en beneficio del comercio justo y la protección del consumidor.

América Latina es un mercado de 630 millones de habitantes y que representa alrededor del 7% del PIB mundial. "En este mercado pone hoy el foco de la INTA para apoyar la iniciativa empresarial, para apoyar la innovación, para apoyar el desarrollo económico y proteger a los consumidores y usuarios, que es la razón de ser de nuestra asociación," destacó Etienne Sanz de Acedo.

INTA hoy tiene más de 7 mil miembros y 32 mil asociados en más de 190 países. De esos 7 mil miembros, 750 están en Latinoamérica y el Caribe. "La finalidad de esta asociación es servir a todos estos miembros, interactuar con gobiernos y autoridades, prestar apoyo a las oficinas de propiedad industrial en la región y además tiene como responsabilidad la sensibilización y educación en materia de propiedad industrial e intelectual," explicó el CEO de la INTA.

El Presidente de esta organización, Joe Ferretti destacó que "la apertura de la oficina será un impulso para aumentar a los socios en la región y para fortalecer a las marcas en América Latina y el Caribe." Además, agradeció a todos quienes ayudaron a establecer esta asociación en el país.

La INAPI manifestó el apoyo del Gobierno

En representación del gobierno de Chile, les dio la bienvenida al país el director nacional del Instituto Nacional de Propiedad Intelectual (INAPI), Maximiliano Santa Cruz quien dijo que es un honor tener la oficina de INTA en Chile para Latinoamérica y el Caribe pues esta es una de las organizaciones más importantes que hay en el mundo. "Agradezco que hayan elegido a Chile, cuentan con todo el apoyo de INAPI y con todo el apoyo del Gobierno. Este es un buen país para ejercer su rol en Latinoamérica," destacó.

El director nacional de INAPI agregó que ahora el desafío es crecer en el ámbito marcario pues la región tiene una representación muy menor en materia de marcas. "Descontando a Brasil, yo creo que tenemos menos del 0.2% del mercado mundial. No así en marcas donde varios de los países latinoamericanos están entre los 15 mayores receptores-solicitantes de marcas," explicó Santa Cruz.

Luego de su intervención el director de INAPI entregó una carta de la Presidenta de la República Michelle Bachelet al CEO de INTA, Etienne Sanz de Acedo. En la misiva, que fue leída en la apertura, ella planteó que es un orgullo que hayan elegido a Santiago para instalar su sede para la región. Explicó que en esta ciudad están instalados once organismos internacionales, dos organismos intergubernamentales y cinco fondos y programas de Naciones Unidas, así como oficinas del Banco Mundial y del Banco Interamericano de Desarrollo.

"Para el gobierno de Chile es clave contar con un sistema de propiedad intelectual robusto y equilibrado que sea una herramienta efectiva de progreso económico y social. El trabajo que puede hacer INTA desde Santiago hacia la región puede contribuir significativamente a que Latinoamérica y el Caribe desarrollen su potencial y sean un actor relevante en materia de innovación, emprendimiento y creatividad a nivel mundial," plantea la carta.

Impacto marcas en el crecimiento económico

"El valor de las marcas está intrínsecamente ligada al crecimiento económico del país y la prosperidad," dijo el presidente de la INTA, Joe Ferretti. "A medida que América Latina y el Caribe sigue creciendo y se posiciona como líder en la economía global, esta oficina apoyará la trayectoria del crecimiento económico mediante la promoción de marcas dentro de las comunidades regionales y, además, el desarrollo de sistemas de marcas nacionales e industrias intensivas en marcas."

Como lo demuestra el estudio [Las Marcas en América Latina](#), realizado por la INTA y la Asociación Interamericana de la Propiedad Intelectual (ASIPI), las industrias que hacen uso intensivo de las marcas tienen un impacto significativo en la economía de un país. Con un enfoque en Chile, Colombia, México, Panamá y Perú, el análisis revela que las industrias que usan marcas intensivamente aportan importantes contribuciones al incremento del empleo, los salarios y el comercio internacional.

En concreto, las industrias que hacen uso intensivo de las marcas generan 18.5 millones de puestos de trabajo y US\$ 2,390 en ingresos por persona por año. En cada país, la participación de la fuerza laboral de estos trabajadores representa entre el 8% y el 26% del empleo total, y su contribución al Producto Interno Bruto (PIB) varía entre el 10% y el 21%. El estudio también indica que, con respecto al comercio internacional, por cada US\$ 100 de las exportaciones, US\$ 15 corresponde a los productos de marca-intensiva. Por cada US \$ 100 de las importaciones, US \$ 26 corresponde a los productos de marca registrada.

Sobre el INTA

La Asociación Internacional de Marcas (INTA) es una asociación global de titulares de marcas y profesionales dedicados a las marcas y la propiedad intelectual relacionados con el fin de proteger a los consumidores y promover el comercio justo y eficaz. Los miembros incluyen a más de 7.000 organizaciones de 190 países. En conjunto, contribuyen casi US \$ 12 billones de dólares para el PIB mundial cada año. Organizaciones miembros de la INTA representan unos 30.000 profesionales de marcas e incluyen los titulares de marcas de grandes corporaciones, así como las pequeñas y medianas empresas, bufetes de abogados, organizaciones no lucrativas, agencias gubernamentales e instituciones académicas. Miembros de la INTA se benefician de la Asociación de los recursos globales de marcas, desarrollo de políticas, la educación y la formación, y la red internacional. Fundada en 1878, el INTA tiene su sede en la ciudad de Nueva York, con oficinas en Bruselas, Santiago de Chile, Shanghái, Singapur, y Washington, DC, y representantes en Ginebra y Nueva Delhi.

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International Trademark Association to Open Regional Office in Chile for Latin America and the Caribbean

Santiago, Chile – May 2, 2017 – Today the International Trademark Association (INTA) officially opened its Latin America and the Caribbean Representative Office in Santiago, Chile. In accordance with its strategic priorities of protecting trademarks and expanding internationally in support of fair trade and consumer protection, the Association aims to develop stronger relations with national trademark offices, governments, legislators, and associations; support policies that advocate for protection of trademarks, economic growth, and consumer protection; provide increased educational programming; and strengthen ties with trademark owners and members throughout the region.

“International expansion is a strategic priority for INTA,” noted INTA CEO Etienne Sanz de Acedo. “The establishment of our Latin America and Caribbean Representative Office brings INTA closer to fulfilling our objectives. We look forward to closer interaction with our members, and to enhanced policy engagement throughout the region, on a variety of issues, including brand restrictions, counterfeiting, and harmonization.”

The opening of the Latin America and Caribbean Representative Office comes at an opportune time for the region, which is experiencing considerable development in global trade, continued economic growth, and increased filing of trademark registrations.

“The value of trademarks is intrinsically linked to a country’s economic growth and prosperity,” said 2017 INTA President Joe Ferretti. “As Latin America continues to experience growth and positions itself as a leader in the global economy, this office will support the trajectory of economic growth by promoting trademarks within regional business communities and further developing national trademark systems and trademark-intensive industries.”

As evidenced by [Trademarks in Latin America](#), a joint study initiated by INTA and the Inter-American Association of Intellectual Property (ASIPI), trademark-intensive industries contribute significantly to a country’s economy. The study, which focuses on Chile, Colombia, Mexico, Panama, and Peru, reveals that the intensive use of trademarks in those industries results in significant increases in employment, salaries, and international trade.

Specifically, industries that make intensive use of trademarks generate 18.5 million jobs and US \$2,390 in revenue per person per year. From country to country, these workers’ share of the workforce ranges from 8% to 26% of total employment, and their contribution to Gross Domestic Product (GDP) varies between 10% and 21%. The impact study also indicates that with respect to international trade, for every US \$100 of exports, US \$15 corresponds to trademark-intensive products, and for every US \$100 of imports, US \$26 corresponds to trademark-intensive products.

For additional analysis of the economic value of trademark protection, please access INTA’s February 2017 study, [The Economic Impacts of Counterfeiting and Piracy](#).

About INTA

The International Trademark Association (INTA) is the global association of trademark owners and professionals dedicated to supporting trademarks and related intellectual property in order to protect consumers and to promote fair and effective commerce. Members include more than 7,000 organizations from 190 countries. Collectively, they contribute almost US \$12 trillion to global GDP annually. INTA member organizations represent some 30,000 trademark professionals and include brand owners from major corporations as well as small and medium-sized enterprises, law firms, nonprofits, government agencies, and academic institutions. INTA members benefit from the Association’s global trademark resources, policy development, education and training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, Washington, D.C., and representatives in Geneva and New Delhi.

**INTA’s members in Latin America and the Caribbean are based in Anguilla, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, British Virgin Islands, Cayman Islands, Chile, Colombia, Costa Rica, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Montserrat, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, and Venezuela.

La Asociación Internacional de Marcas instalará en Chile su oficina regional para América Latina y El Caribe

Santiago, Chile – 2 de mayo 2017 – El martes 2 de mayo la Asociación Internacional de Marcas (INTA), abrirá su oficina de representación para América Latina y el Caribe en Santiago de Chile. Siguiendo las prioridades estratégicas de la INTA de proteger las marcas a través de la expansión internacional en beneficio del comercio justo y la protección del consumidor.

La llegada de la asociación a la región tiene como objetivo desarrollar relaciones más estrechas con las oficinas nacionales de marcas, el gobierno, legisladores y asociaciones, apoyando iniciativas que abogan por la protección de las marcas, el crecimiento económico y la protección del consumidor, proporcionando una mayor educación del impacto de este tema, y fortaleciendo vínculos con los titulares de marcas y los miembros de toda la región.

"La expansión internacional es una prioridad estratégica para e la INTA" aseguró el CEO de la INTA, Etienne Sanz de Acedo. "La apertura de nuestra oficina de representación en Chile para América Latina y el Caribe, nos acerca a cumplir nuestros objetivos. Con nuestra llegada a la región esperamos interacciones más estrechas con nuestros miembros, y aportar mejor participación política en temas que incluyen restricciones de marca, la falsificación y la armonización en toda la región".

La apertura de la oficina se realiza en un momento oportuno para la región, ya que está experimentando un considerable desarrollo en el comercio mundial, además de un continuo crecimiento económico y aumento de la presentación de registros de marcas.

"El valor de las marcas está intrínsecamente ligada al crecimiento económico del país y la prosperidad", dijo el presidente de la INTA, Joe Ferretti. "A medida que América Latina sigue creciendo y se posiciona como líder en la economía global, esta oficina apoyará la trayectoria del crecimiento económico mediante la promoción de marcas dentro de las comunidades regionales y, además, el desarrollo de sistemas de marcas nacionales e industrias intensivas en marcas".

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Para un análisis adicional sobre el valor económico de la protección de marcas por favor acceder al estudio de impacto de febrero de 2017 del INTA en "[El impacto económico de la falsificación y la piratería](#)".

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	2013	2022 (forecast)
 Value of counterfeit and pirated goods.	US \$1.13 trillion €882.6 billion	US \$2.81 trillion €2,194.7 billion
 Displacement of legitimate economic activity.	US \$597 billion €449.6 billion	US \$1,244 billion €936.8 billion
 Wider economic and social costs.	US \$898 billion €676.2 billion	US \$1,870 billion €1,408.2 billion
 Employment losses.	2.6 million	5.4 million

Global Impacts of Counterfeiting and Piracy to Reach US \$4.2 Trillion by 2022

Hong Kong SAR China – February 6, 2017 – A new report released today indicates that the global economic value of counterfeiting and piracy could reach US \$2.3 trillion by 2022. Titled [The Economic Impacts of Counterfeiting and Piracy](#), the report provides estimates on the wider social and economic impacts on displaced economic activity, investment, public fiscal losses and criminal enforcement, and concludes that these costs could reach an estimated US \$1.9 trillion by 2022. Taken together, the negative impacts of counterfeiting and piracy are projected to drain US \$4.2 trillion from the global economy and put 5.4 million worth of legitimate jobs at risk by 2022.

The report from Frontier Economics, an internationally recognized economics research firm, was commissioned by the International Trademark Association (INTA) and ICC's Business Action to Stop Counterfeiting and Piracy (BASCAP). It was launched today in Hong Kong during INTA's 2017 Anticounterfeiting Conference.

"This new study shows that the magnitude of counterfeiting and piracy is huge, and growing," said Amar Breckenridge, senior associate at Frontier Economics. "Our objective is to as accurately as possible characterize the magnitude and growth of this illegal underground economy and its impacts on governments and consumers. The results show once again that in an interconnected economy, consumers and governments suffer alongside legitimate businesses from the trade in counterfeit and pirated goods."

The report captures the full spectrum of economic harm associated with counterfeiting and piracy, including the value of domestically produced and consumed counterfeit products, the value of digital piracy, and the negative impacts on society, governments, and consumers. Frontier also estimated significant employment effects with projected losses of 4.2 to 5.4 million by 2022.

"Frontier has been able to paint a more comprehensive picture of the negative economic and social impacts of counterfeiting and piracy," said INTA CEO Etienne Sanz de Acedo. "The rapid growth in counterfeit trade means it's vital for governments to step up the enforcement of intellectual property (IP) rights, and for the public and private sectors to increase their engagement on this issue, as well as their support of government efforts."

"Measures to fight counterfeiting have not been sufficient," said BASCAP Director Jeffrey Hardy. "If governments hope to stabilize the economy, and stimulate economic growth and employment, they must do a better job to protect the central role that IP plays in driving innovation, development, and jobs. We believe that reliable information on the scope and impacts of counterfeiting and piracy is critical for helping policymakers better understand that the trade in fake goods is damaging their economies, threatening the health and safety of their citizens, and stifling innovation and creativity."

The report can be downloaded [here](#).

[Click here](#) to download a high resolution version the above infographic.

About the International Trademark Association (INTA)

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About the International Chamber of Commerce (ICC)

The International Chamber of Commerce (ICC) is the world's largest business organization with a network of over 6.5 million members in more than 130 countries. We work to promote international trade, responsible business conduct and a global approach to regulation through a unique mix of advocacy and standard setting activities—together with market-leading dispute resolution services. Our members include many of the world's largest companies, SMEs, business associations and local chambers of commerce. www.iccwbo.org



International Trademark Association Welcomes Joseph Ferretti of PepsiCo, Inc. as 2017 President

New York, New York – January 18, 2017 – The International Trademark Association (INTA) has elected Joseph Ferretti as the 2017 President of the Association and Chair of its Board of Directors. As Vice-President & Chief Counsel, Global Trademarks, of PepsiCo, Inc., Mr. Ferretti leads a team of experienced professionals who are responsible globally for all trademark, copyright, and domain name work for PepsiCo.

“This year INTA will delve deeper into the key issues facing the brand owners,” said Mr. Ferretti. “Priority issues for the Association in 2017 include counterfeiting, brand restrictions, and Internet governance. We have assembled a Presidential Task Force to examine all forms of brand restrictions, including plain and standardized packaging. A key goal of this task force is to provide INTA with concrete and proactive strategies for addressing this issue. In terms of Internet governance, we will continue to work within ICANN’s multi-stakeholder community to ensure a stable, secure, and affordable domain name system,” continued Mr. Ferretti. “In 2017, we will focus on the implementation of all new accountability measures and governance reforms, and the reviews of the Rights Protection Mechanisms and subsequent rounds of new gTLDs. This year, INTA will also publish an impact study on the costs of enforcing trademark rights in new gTLDs.”

“2017 is also a year of transition for INTA—we will wrap up our current strategic plan and publish our 2018–2021 Strategic Plan. We have collaborated with all stakeholders in intellectual property, both inside and outside of the IP community to develop a strategic plan that is inclusive, comprehensive, and forward-thinking,” elaborated Mr. Ferretti. “The new Strategic Plan will set INTA’s future priorities, guide our activities for the next four years, and enable INTA to remain a prominent and influential voice in the global IP community and beyond.”

In 2005, after 13 years with the Oklahoma law firm Crowe & Dunlevy, where he was a Partner and Chair of the firm’s IP group, Mr. Ferretti joined PepsiCo, Inc. Since that time, he has been active in INTA, serving on a number of committees and project teams, including the In-House Practitioners Committee and the Member Services Committee. He also served as a Co-Chair for the 2013 Annual Meeting Project Team. Mr. Ferretti first served on the Board of Directors in 2009.

Also taking office in 2017 are Tish Berard, Hearts of Fire Company LLC (USA) (President Elect); David Lossignol, Sandoz International GmbH (Germany) (Vice President); Ayala Deutsch, NBA Properties, Inc. (USA) (Vice President); Tiki Dare, Oracle Corporation (USA) (Treasurer); Zeeger Vink, Maus Frères (France) (Secretary); and Maury Tepper, III, Tepper & Eyster, PLLC (USA) (Counsel).

For more comments from Mr. Ferretti, read [his in-depth interview in the January 15 INTA Bulletin](#).

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