

What Is INTA?

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

- **Membership:** INTA's members are nearly 6,500 organizations from 185 countries. INTA's member organizations represent 34,350 trademark professionals and include brand owners from major corporations as well as small and medium-sized enterprises, law firms, and nonprofits. There are also government agency members as well as individual professor and student members. Except for a few limited categories, INTA membership is not by individual but by organization. Every employee at a member organization's location can take advantage of member benefits and volunteer for a committee, project team, or other service opportunity.
- **Global presence:** INTA undertakes advocacy work throughout the world and offers educational programs and informational resources of global interest. The Association has headquarters in New York City; offices in Beijing, Brussels, Santiago, Singapore, and Washington, D.C.; and a representative in New Delhi. As a not-for-profit association, INTA's role is to serve its members and society as a trusted and influential advocate for the economic and social value of brands.
- **Policy priorities:** INTA's major policy priorities focus on areas of global concern, including:
 - **The value of trademarks and brands**—informing government officials and consumers about the value of trademarks and brands to local economies and society at large
 - **Harmonization**—advocating for harmonization of laws and regulations across jurisdictions, resulting in less uncertainty and confusion as well as greater cross-border protection for consumers
 - **Brand restrictions**—encouraging governments to take a balanced approach and consider the bigger public policy picture, and to ensure the integrity of their IP systems as a means to promote investment and economic growth
 - **Counterfeiting**—working in partnership with all stakeholders to advocate for stronger anticounterfeiting measures online and offline, to promote cooperation in enforcement efforts across agencies and borders, and to increase awareness of the harms of counterfeiting
 - **Internet Governance and the Domain Name System**—playing a prominent role in ensuring a secure, stable, and trusted Internet in order to protect consumers and trademark owners

2018–2021 Strategic Plan

INTA's 2018–2021 Strategic Plan focuses on the following three strategic directions:

1. Promote the value of trademarks and brands

- Encourage the protection of trademarks and related IP
- Support the harmonization of laws and convergence of practices
- Support trademark enforcement
- Promote the business value of brands

2. Reinforce consumer trust

- Reinforce trademarks as sources of information and brands as promises of delivery
- Communicate the contribution of brands to economies and society
- Promote brand equity

3. Embrace innovation and change

- Evaluate changes as a result of technology, innovation, and evolving consumer needs and values
- Educate members on the impact of innovation, technology, and change on brands
- Provide innovative, valuable services to members

Volunteer Involvement: To implement the Strategic Plan, more than 3,000 talented and dedicated volunteers serve on INTA's nearly 200 committees, subcommittees, and project teams. The Association's committees form three major groups: Advocacy, Communications, and Resources.

INTA Studies

INTA's regularly commissions and coordinates research projects and studies on behalf of the Association. Recently, the Association released:

- [Brand Restrictions Study—A View from Gen Zers and Millennials](#) (June 2021)
- [The Women's Leadership Initiative Report and Best Practices Toolkit](#) (December 2020, released 2021)
- [In-House Practitioners Benchmarking Report](#) (December 2020)
- [IP Law Firms of the Future Think Tank Report](#) (November 2020)
- [In-House Practice of the Future Think Tank Report](#) (November 2020)
- [The IPO of the Future Think Tank Report](#) (November 2020)

Policy Development and Advocacy

[View Amicus Briefs](#)

[View Testimony and Submissions on Various Issues Around the World](#)

Recent Board Resolutions:

- September 14, 2021: [Unfair Competition Law—Additional Minimum Standards](#)
- May 4, 2021: [Guidelines for Examination of Industrial Designs](#)
- March 18, 2021: [“Remarking” as Criminal Counterfeiting](#)
- March 18, 2021: [Proceeds of Counterfeiting](#)

[View Board Resolutions](#)

Knowledge & Development

INTA's Annual Meeting is the world's largest gathering of brand owners, trademark professionals, and other IP professionals. INTA's 143rd Meeting, November 15–19, 2021, featured a unique format, consisting of five days of programming on a virtual platform plus one-day, in-person mini-conferences in three cities.

- **2022 Annual Meeting (in-person plus virtual):** April 30–May 4, 2022, Walter E. Washington Convention Center, Washington, D.C. USA

Other Events:

- **INTA TO-GO** live and on-demand webcasts throughout the year
- **Business Development** activities monthly throughout the year

[Visit INTA's Calendar of Events](#)

2021 Academic Competitions:

- **Annual Saul Lefkowitz Moot Court Competition:** The competition is open to teams of students from accredited law schools throughout the United States. INTA held the 2020-2021 National Finals virtually in March 2021—marking the 30th anniversary of the Competition.
- **Asia-Pacific Moot Court Competition:** Introduced in 2018, the annual Competition is open to all law students outside the United States.
- **Annual Ladas Memorial Award:** The award is presented in student and professional categories for a paper on trademark law or a matter that directly relates to or affects trademarks. The submission process opens each November, and INTA announces the award winners each spring.

- **Andean Community Moot Court Competition:** Introduced in 2021, this Competition is a collaboration between INTA and the Court of Justice of the Andean Community and deals with issues related to Andean Community law and intellectual property in the Andean Community. The Competition is conducted in Spanish and is open to teams of students from law schools in Latin America as well as other Spanish-speaking law students in other parts of the world.

Legal Resources

- **The Trademark Reporter: The Trademark Reporter** has published the Annual Review of EU Trademark Law: 2020 in Review (March–April, 2021 issue); and the May–June and July–August issues.
- **Practice Guides:** INTA’s Practice Guides—an INTA institution since 2003 and now newly redesigned—provide time-saving, practical information on trademark and related areas of law, contributed by seasoned experts in multiple jurisdictions throughout the world: Country Guides: Trademark Protection Worldwide; Guide to GIs and Certification & Collective Marks: Practice and Procedure Worldwide; Madrid System Guide: International Registration Practice and Procedure; Trade Dress Guide: Protection and Enforcement Worldwide; Trademark Cancellation Guide: Practice and Procedure Worldwide; Trademark Enforcement Guide: Practice and Procedure Worldwide; and Trademark Opposition Guide: Practice and Procedure Worldwide.
- **Quick-Start Trademark Chart:** Get “quick hit” answers to 18 frequently asked questions across more than 120 jurisdictions with the Quick-Start Trademark Chart. Each response is dynamically pulled from one of INTA’s Practice Guides, and you can print out a mini-chart of the answers for any country or any question.
- **Fact Sheets:** More than 70 INTA fact sheets provide answers to basic questions about trademarks and related topics. Some of INTA’s top fact sheets are: U.S. Trademark Registrations: Principal Register vs. Supplemental Register, Trademarks vs. Generic Terms, Loss of Trademark Rights, Marking Requirements, and Protection of Olympic Trademarks.
- **Practitioners’ Checklists:** Help ensure that critical considerations are not forgotten and that details are managed efficiently, with our series of Practitioners’ Checklists, including our top five checklists: Clearance Search, Assuming Responsibility for a Trademark Portfolio, Cease and Desist, Due Diligence, and Trademark Filings in Foreign Countries.

Unreal Campaign

The Unreal Campaign educates young consumers (ages 14–23) about the importance of trademarks and brands and the dangers of counterfeit products. The Campaign does this through student engagement presentations (both on-site and virtually) as well as online engagement on Instagram and Facebook. Since its inception in 2012, the Campaign—with the support of Unreal Campaign Committee members and other volunteers—has reached more than 55,000 students in 40 jurisdictions and 130 cities around the world. Student presentations are available in 21 languages. There are multiple ways to support the Unreal Campaign, including volunteering to host student engagement presentations, donating products to demonstrate real vs. fake for social media campaigns, and becoming a sponsor.

Learn more and get involved: www.unrealcampaign.com

INTA Officers and Counsel (2021)

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Next update: March 2022