

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. In 2020, the Association released:

- [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)
- [Brand Value Special Task Force Report](#) (April 2020)
- [Brands and CSR Survey Report](#) (March 2020)

Policy Development and Advocacy

[View Amicus Briefs](#)

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

Recent Board Resolutions:

- March 18, 2021: ["Remarking" as Criminal Counterfeiting](#)
- March 18, 2021: [Proceeds of Counterfeiting](#)
- November 11, 2020: [Bad-Faith Trademark Applications and Registrations](#)
- November 11, 2020: [Harmonization of Preliminary Injunction Legislation](#)

[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 142nd Annual Meeting was held in November 2020 as an all-virtual event—a first—and it was combined with the annual Leadership Meeting—also a first. The event drew more than 3,200 registrants from 110 countries.

- **2021 Annual Meeting:** November 15–19, 2021
- **2022 Annual Meeting:** April 25–29, 2022

Other Events:

- **Brand Resilience: Risk, Recovery, and the Future of the Brand Practitioner Conference** (September 22-23, 2021)
- **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 Competition is open to all law students outside the United States. The second annual event was held in Singapore, March 1–2, 2019; 21 law schools from 7 countries participated. The 2021 format is a brief writing competition.
- **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.

Legal Resources

- **The Trademark Reporter: The Trademark Reporter** has published the *United States Annual Review: The Seventy-Third Year of Administration of the Lanham Act of 1946* (January–February, 2021 issue), a concise guide to the key decisions of the U.S. courts and the Trademark Trial and Appeal Board over this past Lanham Act year (approximately July 2019–June 2020).
- **Practice Guides:** INTA's Practice Guides provide time-saving, practical information on trademark and related areas of law, contributed by seasoned experts throughout the world: *Country Guides: Essential Information on Trademark Protection Worldwide; Enforcement: An International Litigation Guide; Trademark Cancellations: International Practice and Procedures; International Opposition Guide: Comparative Practice and Procedures; Practitioner's Guide to the Madrid Agreement and Madrid Protocol; Geographical Indications, Certification Marks and Collective Marks; and Trade Dress: International Practice and Procedures.*
- **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 searchable 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: Protection of Olympic Trademarks, U.S. Trademark Registrations: Principal Register vs. Supplemental Register, Trademarks vs. Generic Terms, Loss of Trademark Rights, and Marking Requirements.
- **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: September 2021