



In 2020, INTA is conducting comprehensive research to explore the attitudes and perceptions of Millennials and Gen Zers towards brand restrictions legislation and how such legislation could affect their purchase behavior.

The research will be conducted in Brazil, Chile, Colombia, India, Mexico, Singapore, South Africa, South Korea, Thailand, and the United Kingdom.

This research will enable you to:

- Gain deep insights into how Gen Zers and Millennials think about brands, brand restrictions, and government intervention on branding;
- Inform your colleagues and/or clients on how consumers' purchasing behavior may change if brand restriction legislation is implemented; and
- Develop thought leadership capabilities on young consumers' attitudes towards brand restriction legislation.





BENEFITS:

Early Access

- Early access to data cuts of all ten markets in Excel format and for internal purposes only
- Early access to the Qualitative Report which regroups findings from the landscaping phase and the online communities phase for internal purposes only

Online Visibility

- Prominent logo placement on the study's download page within INTA's website
- Three posts on INTA's social media platforms written and published by INTA Staff

Visibility in the Final Deliverables

 Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study

1. Adding questions to the survey is dependent on the sponsorship agreement being executed by April 30 and questions are subject to review by INTA.



GOLD

BENEFITS:

Early Access

- Early access to data cuts of five markets in Excel format and for internal purposes only
- Early access to the Qualitative Report which regroups findings from the landscaping phase and the online communities phase for internal purposes only

Online Visibility

- Prominent logo placement on the study's download page within INTA's website
- One post on one of INTA's social media platforms written and published by INTA Staff

Visibility in the Final Deliverables

 Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study

1. Adding questions to the survey dependent on the sponsorship agreement being executed by April 30 and questions are subject to review by INTA.





BENEFITS:

Early Access

• Early access to data cuts of one market in Excel format and for internal purposes only

Online Visibility

• Logo placement on the study's download page within INTA's website

Visibility in the Final Deliverables

• Acknowledgement in the final deliverables with your logo included and a mention of your sponsorship of the study



Set your organization apart as a thought leader.

SUPPORT OUR RESEARCH!

For more information contact:

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2020 Brand Restrictions Study Sponsor

Date:				
Sponsorship Type: Platinum	Gold □ Silver			
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All communications regarding sponsorship should be directed to Renee Garrahan.

Email: rgarrahan@inta.org / Direct Phone: +1-212-646-1724

Sponsorship Policy:

- Sponsorships are not finalized until INTA has received full payment and the sponsorship agreement has been signed.
 - Sponsorships are non-refundable.

INTA has published six studies which have been well received by the IP community and beyond.

On that score, according to report published from research firm Frontier Economics this February and commissioned by the International Trademark Association (INTA) and the International Chamber of Commerce, it has been estimated that counterfeiting and piracy could rise to \$2.3 trillion by 2022.



Article published by Forbes (October 24, 2017)

21.000+ views online

2019 Latin America Study Media Coverage (As of December 1, 2019)



123M

252K estimated coverage views

1.51K

46 average domain authority 567K

8 interviews 23



Industry Sectors Market Tr

What China's Gen Z Really Thinks of the Fake Luxury Market

Jessica Rapp @jrapppp / July 16, 2019



Article published by Jing Daily (October 24, 2019)

Discusses Gen Z Insights Study

WWD

Article published by WWD (July 23, 2019)

Discusses Gen Z Insights Study



New Research Finds Aspirational Gen Z Caught in Counterfeit Cycle

Some 79 percent of respondents have purchased counterfeit products in 2018 and only 52 percent expect to purchase fewer in the future.

GEN Z Insights:

Brands and Counterfeit Products



MEET GEN Z: Around the World

Gen Z is a cohort of individuals born from 1995-2010—often referred to as digital natives. Reports have shown that by 2020, Gen Z will represent the most significant number of consumers globally. An INTA-commissioned research surveyed 4,500+ respondents in 10 countries to understand 1) Gen Z's relationship with brands 2) their attitude and purchase behavior towards brands, and 3) practical vs. ethical considerations when purchasing counterfeit products.

GEN Z's are open to changing their believe that brands feel the brand name is not views based on new **IDENTITY** should aim to do as important as how the things they learn good in the world product fits their needs is defined by 3 characteristics

have a lot of respect for people's ideas and creations

have at least heard of intellectual property (IP) rights

believe that fake products are sold

in the last year

countries with the largest percentages of GEN Zers who have any knowledge of IP

expect to purchase

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Gen Z's top two influences when it comes to forming opinions about counterfeit products





say fake products

BARRIERS

When asked about purchasing counterfeit products, GEN Zers said they would not purchase if



The product is dangerous or bad for their health



www.inta.org

The product is bad for the environment Profits ao to

The statistic

TRADEMARKS IN LATIN AMERICA: Economic Impact in 10 Latin Americ LAC)

	*		*				THE H	a and Ca	ribbean Countries (L	
Population (millions)	Argentina 44.6	Brazil 209.2	Chile 18.6	Colombia	⊖ Costa Rica	Dominican Republic	Guatemala	Mexico	★ ★ Panama	
Gross Domestic Product (GDP) (USD billions) Total Employment	637.6	2,055.1	277.0	49.8 314.5	5.0 58.3	10.3	17.3	124.7	4.2	Peru 32.2
(in millions workers) Average Trademark Registration	17.6 66,235	86.2 79.572	7.8	22.4	2.0	76.1 4.4	75.6 6.1	1,151.0	61.8	214.2
(from 2007-2017)			26,821	22,228	8,951	8,465	7,925	51.7 80,203	1.8 8,934	14.6 19.807

ON ECONOMIC ACTIVITY

EMPLOY 35 MILLION PEOPLE

EMPLOY

CONTRIBUTE

average EXPORT

average IMPORT

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE





www.asipi.org/biblioteca/download/impactstudy/ or www.inta.org/impactstudies

The statistics above are all sourced from the joint study by the InterAmerican Association of Intellectual Property and the International Trademark Association on Trademarks in Latin American Economic Impact in 10 Latin American and Caribbean Countries publish in October 2019 © ASIPI and INTA, All rights reserved.





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