




INTA Studies
2020 Sponsorship Opportunities

In-House Practitioners Benchmarking Study



International
Trademark
Association



INTA is conducting an extensive benchmarking research study of close to 5,000 corporate representatives—at over 1,000 of its corporate member organizations—from more than 50 countries to understand the changing roles and responsibilities of in-house trademark teams.

These changing roles are due to a variety of factors including the increased focus on brands and related issues (in addition to traditional trademark management issues), legislative developments (e.g., privacy, brand restrictions, and others), challenges and opportunities posed by next-generation technologies, and changing consumer needs and expectations.

Specifically, the research will focus on:

- The scope and type of work handled by in-house trademark legal teams
- Their budget, headcount, team structure, and workflow
- Where the team fits in their organization's structure
- Recruitment, advancement, and talent management
- Diversity and inclusion
- Relationships with internal and external business partners
- Business continuity plans
- Alternative work arrangements
- Compensation and benefits
- Hot topics issues facing in-house practitioners and their organization in the future.

INTA would like to collaborate with you on this exciting research through various sponsorship opportunities.

PLATINUM

Exclusive
PLATINUM
SPONSORSHIP
\$30,000

BENEFITS:

Early and Complimentary Access

- Early access to data cuts of three industries
- One complimentary digital copy of the final deliverables¹

Online Visibility

- Recognition as the exclusive sponsor of the online data dashboard for survey results²
- Prominent logo placement on the study's download page within INTA's website
- Prominent logo placement in thank you message from INTA within the study's survey instrument³
- Three posts on INTA's social media platforms written and published by INTA Staff

Thought Leadership

- Authorship of one blog post, up to 1,000 words in length, related to the survey results, which will be published on INTA's blog⁴

Visibility in the Final Deliverables

- Prominent placement of your logo with a link to your company's website in the digital version of the final deliverables which includes a PowerPoint presentation and an Executive Summary in Word
- 150-word company description in the final deliverables

Speaking Opportunities

- One speaking engagement related to the survey results⁵

Professional Meetings and Conferences

- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

Exclusivity

- First right of exclusion in the first update of the benchmarking study

1. If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.

2. The availability of an online data dashboard for survey results is dependent on securing a sponsor

3. The survey instrument will only be accessible to INTA corporate members and will only be open for four weeks.

4. Blog post is subject to review by INTA

5. Speaking engagement is subject to INTA's approval



GOLD

GOLD SPONSORSHIP \$15,000

BENEFITS:

Early and Complimentary Access

- Early access to data cuts of two industries
- One complimentary digital copy of the final deliverables¹

Online Visibility

- Logo placement on the study's download page within INTA's website
- Logo placement in thank you message from INTA within the study's survey instrument
- One post on one of INTA's social media platforms written and published by INTA Staff

Visibility in the Final Deliverables

- Prominent placement of your logo with a link to your company's website in the digital version of deliverables which includes a PowerPoint presentation and an Executive Summary in Word
- 100-word company description in the final report

Professional Meetings and Conferences

- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

1. If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.



SILVER

SILVER SPONSORSHIP \$5,000

BENEFITS:

Early and Complimentary Access

- Early access to data cuts of one industry
- One complimentary digital copy of the final deliverables¹

Online Visibility

- Organization name included on the study's download page within INTA's website
- Organization name included in thank you message from INTA within the study's survey instrument

Visibility in the Final Deliverables

- Name of organization included in the digital version of deliverables which includes a PowerPoint presentation and an Executive Summary in Word

Professional Meetings and Conferences

- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

1. If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.



Set your organization
apart as a thought leader.

**SUPPORT OUR
RESEARCH!**

For more information contact:

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2020 In-House Practitioners Benchmarking Research Sponsor

Date:

Sponsorship Type: ☐ Platinum ☐ Gold ☐ Silver

Organization:

Contact Person: Title:

Mailing Address:

.....

City: State: Zip Code:

Phone: Fax:

Email:

Company Website / URL:

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)

76

pieces of coverage

123M

online readership

252K

estimated coverage views

1.51K

social shares

46

average domain authority

567K

circulation

8

interviews

23

press releases

精密 Jing Daily

Industry Sectors Market Tr

CONSUMER

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

Article published by WWD
(July 23, 2019)
Discusses Gen Z Insights Study

WWD

BUSINESS / LEGAL

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.

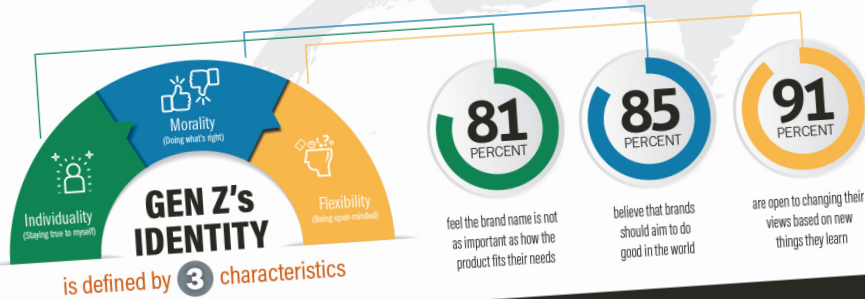
By Tianwei Zhang on July 23, 2019

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.



INFLUENCES

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



3 in 5
GEN Zers feel they cannot afford the lifestyle they want

58 PERCENT
say fake products are easier to find

GEN Z & brands & COUNTERFEIT PRODUCTS



BARRIERS

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



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TRADEMARKS IN LATIN AMERICA: Economic Impact in 10 Latin America and Caribbean Countries (LAC)

	Argentina	Brazil	Chile	Colombia	Costa Rica	Dominican Republic	Guatemala	Mexico	Panama	Peru
Population (millions)	44.6	209.2	18.6	49.8	5.0	10.3	17.3	124.7	4.2	32.2
Gross Domestic Product (GDP) (USD billions)	637.6	2,055.1	277.0	314.5	58.3	76.1	75.6	1,151.0	61.8	214.2
Total Employment (in millions workers)	17.6	86.2	7.8	22.4	2.0	4.4	6.1	51.7	1.8	14.6
Average Trademark Registration (from 2007-2017)	66,235	79,572	26,821	22,228	8,951	8,465	7,925	80,203	8,934	19,807

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

EMPLOY **35** MILLION PEOPLE

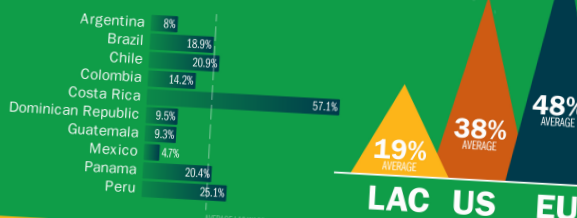
EMPLOY **18 PERCENT**
of the total WORKFORCE (average)

CONTRIBUTE **22 PERCENT**
of the GDP (average)

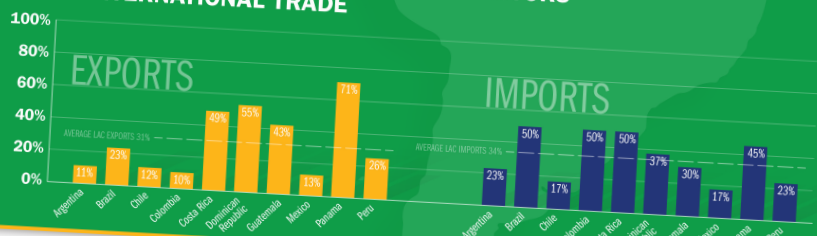
average EXPORT contribution to international trade
31 PERCENT

average IMPORT contribution to international trade
34 PERCENT

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS



IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE



Asociación Interamericana de la Propiedad Intelectual
Inter-American Association of Intellectual Property
Associação Interamericana da Propriedade Intelectual

For the complete report, visit
www.asipi.org/biblioteca/download/impactstudy/ or www.inta.org/impactstudies

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

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