

MEMBER RESEARCH 2024

Findings from a survey of
INTA's membership





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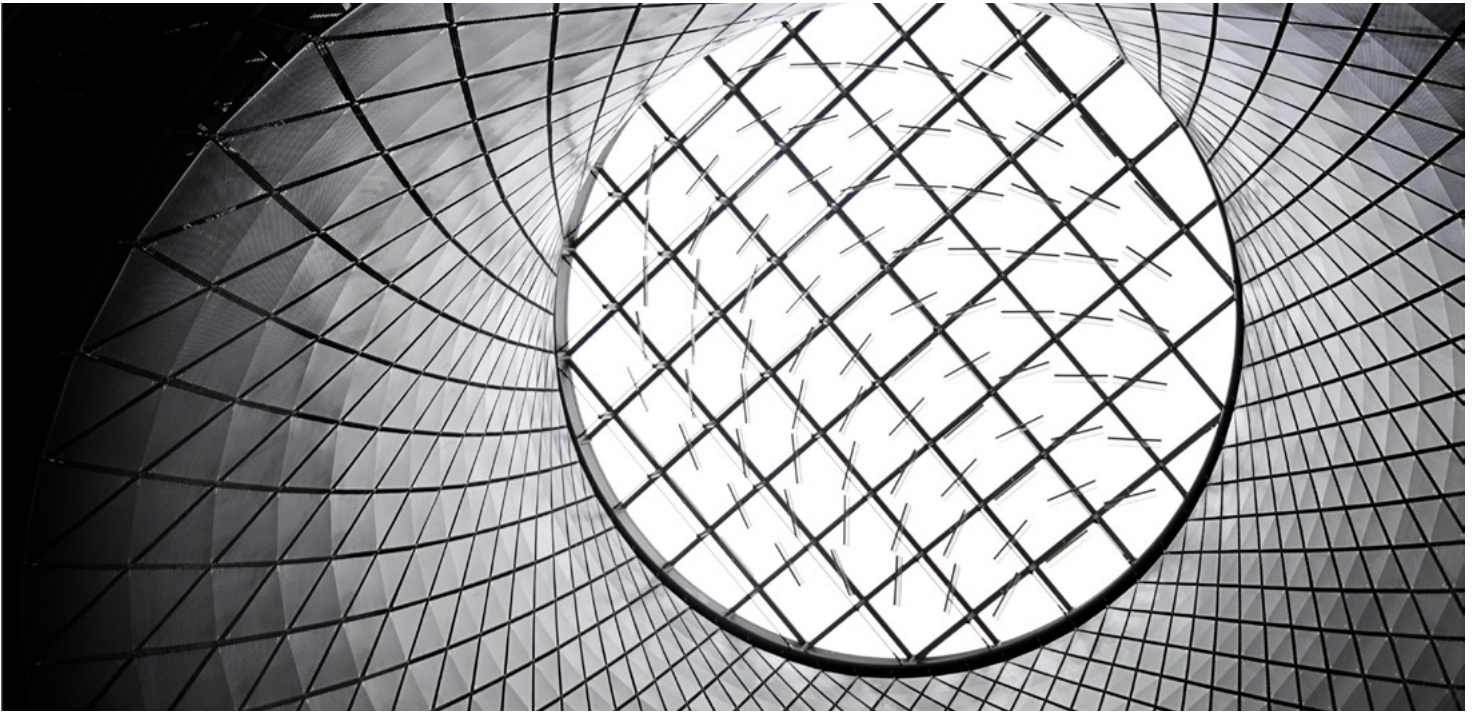
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FOREWARD

Dear INTA Members,

I am pleased to share the International Trademark Association's (INTA's) 2024 Member Survey Report. It is the result of a survey of our global membership, conducted in collaboration with the research firm Corona Insights.

Thank you to everyone who took the time to participate in this member survey. Your perspective and insights play a critical role in shaping the future of our Association, how we serve our members around the world, and the role INTA plays in our industry and in the global economy.

We are delighted to see that our survey results reflect a high level of satisfaction among our members. It is incredibly rewarding to know that our efforts resonate with you and that many of you are likely to renew your membership. Your continued support motivates us to keep delivering the high value you have come to expect in our advocacy, programming, and resources.

While we are happy that our survey results reflect positive feedback from our members, affirming the value of the benefits and services we provide, we recognize that the legal profession is evolving rapidly. It is essential that INTA adapts and grows alongside these changes.

Understanding your needs, priorities, and experiences is crucial in helping us better serve you. This report not only highlights areas where we are meeting your expectations but also reveals opportunities for improvement and innovation.

As we review the findings, our commitment is to use your feedback to refine existing services, enhance member experiences, and explore new initiatives that align with your business goals and the future of the legal profession. Your responses are invaluable in guiding these efforts. In short, you have spoken. We have listened. And now, with the report in hand, we are taking action.

A special thank you to Catherine Shen, INTA's Manager of Member Experience, and the entire INTA staff for their assistance in developing this survey and for their dedication to serving our members. To all our members, we deeply appreciate your contributions, engagement, and partnership. You are the heart of the INTA community, and together, we will shape our future.

Peg Reardon
Sr. Managing Director, Member Experience

OVERVIEW

INTA retained Corona Insights (see at right) in 2024 to conduct survey research with its members to better understand the overall performance of the organization as well as to identify areas of potential improvement. This Report catalogues the main findings from this research.

SURVEY DETAILS

The survey instrument was coauthored by Corona Insights, INTA's staff, and leadership. By email, 28,000 current INTA members were invited to complete the survey online. Responses were collected in September and October of 2024. A total of 1,986 responded to at least one question in the survey. Within that group, 1,432 members submitted a complete survey. This amounts to a 5.1 percent completed response rate. Due to certain survey questions being presented/hidden for respondents based on previous responses, attrition throughout the survey, and selective non-response, the number of responses to each question is indicated in exhibits throughout with the notation of (n = #).

Overall, this amounts to a margin of error of +/- 2.5 percent. For most statistics in this report, the reader can interpret reported point estimates to be within 3 percent of the population with a 95 percent confidence level. Some individual questions may have higher margins of error depending on the sample size. The median completion time of the survey was 17 minutes.

ABOUT CORONA INSIGHTS

Corona Insights, a Denver-based research, evaluation, and consulting firm, advised on the research design, managed the execution of the survey, performed all analyses, and provided this report.

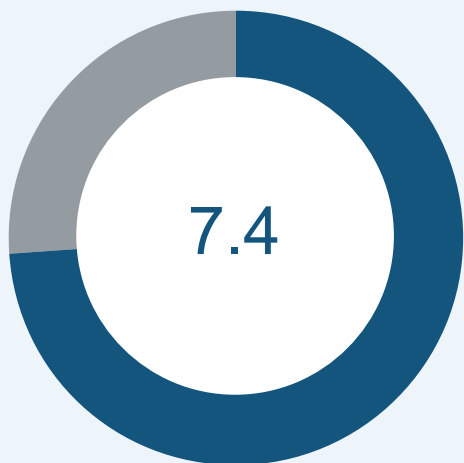
Project Team:

- David Kennedy, Principal/CEO
- Jim Pripusich, PhD, Director
- Gracia Seeley, Senior Associate

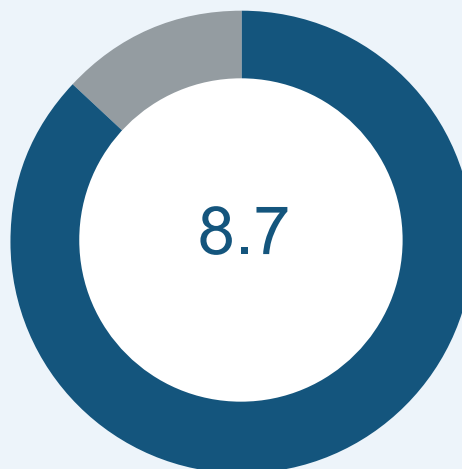


KEY FIGURES

Average satisfaction with INTA
(score from 0-10)



Average likelihood to renew membership
(score from 0-10)



Feelings that drove greater satisfaction:

1. Feeling engaged with INTA
2. Value of membership justifies the cost
3. A connection to INTA's mission/purpose

Top benefits described as very important:

1. Annual Meeting (77%)
2. Business dev. opportunities (51%)
3. Professional dev. opportunities (42%)

INTA's aspects that make renewal more likely:

1. Networking opportunities (47%)
2. Annual Meeting (27%)
3. Committee participation (9%)

INTA's aspects that make renewal less likely:

1. Cost/Price (47%)
2. Annual Meeting Issue (8%)
3. Annual Meeting Location (5%)

New or improved services desired from INTA:

1. Regional meetings/events (16%)
2. More online resources (8%)
3. More networking opportunities (7%)

Top brand attributes members agreed fit INTA:

1. A good reputation (85%)
2. A thought leader in the profession (76%)
3. A need for fresh ideas/approaches (67%)

Research offerings that were very helpful:

1. Benchmarking reports (7%)
2. Surveys (6%)
3. White papers (5%)

INTA Legal Resources that were very helpful:

1. Practice Guides (29%)
2. INTA Bulletin (19%)
3. The Trademark Reporter (15%)

Advocacy areas that were very important:

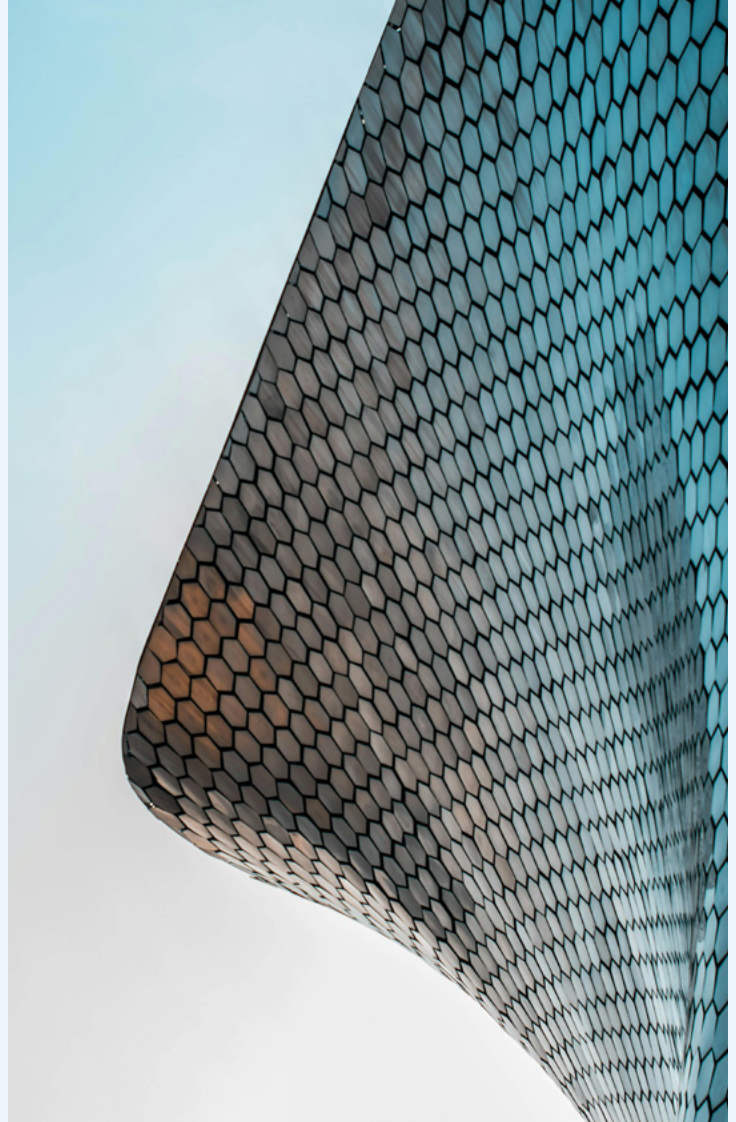
1. Enforcement (53%)
2. IP legislation and jurisprudence (45%)
3. Anti-counterfeiting (46%)

INTA's communications that were most useful:

1. Upcoming INTA events (73%)
2. Industry news or trends (56%)
3. INTA's Legal Resources (56%)

KEY FINDINGS

- Members were highly satisfied with INTA, and most said they were extremely likely to renew their membership next year
- Networking opportunities and the Annual Meeting were top of mind when considering membership renewal
- Members consistently found most value in the Annual Meeting, business and professional development, and INTA's Legal Resources
- In terms of brand attributes, members were most likely to say that INTA has a good reputation and is a thought leader in the field
- Satisfaction with INTA and awareness of specific resources varied by region
- Those currently volunteering on a committee frequently did so for networking opportunities and most were satisfied with the experience
- While many were unfamiliar with INTA's research offerings, members were most likely to say benchmarking reports were the most helpful
- Though many were unfamiliar with INTA's Legal Resources, large shares of members said INTA Bulletin and practice guides were important
- Most members said they used INTA to stay informed about the industry's advocacy updates and most described enforcement-related advocacy was extremely important
- Most members feel somewhat or very well-informed about what is happening at INTA and the vast majority prefer email communications
- Most members described AI and AI-related issues when asked to identify the greatest concern facing the profession in the next five years



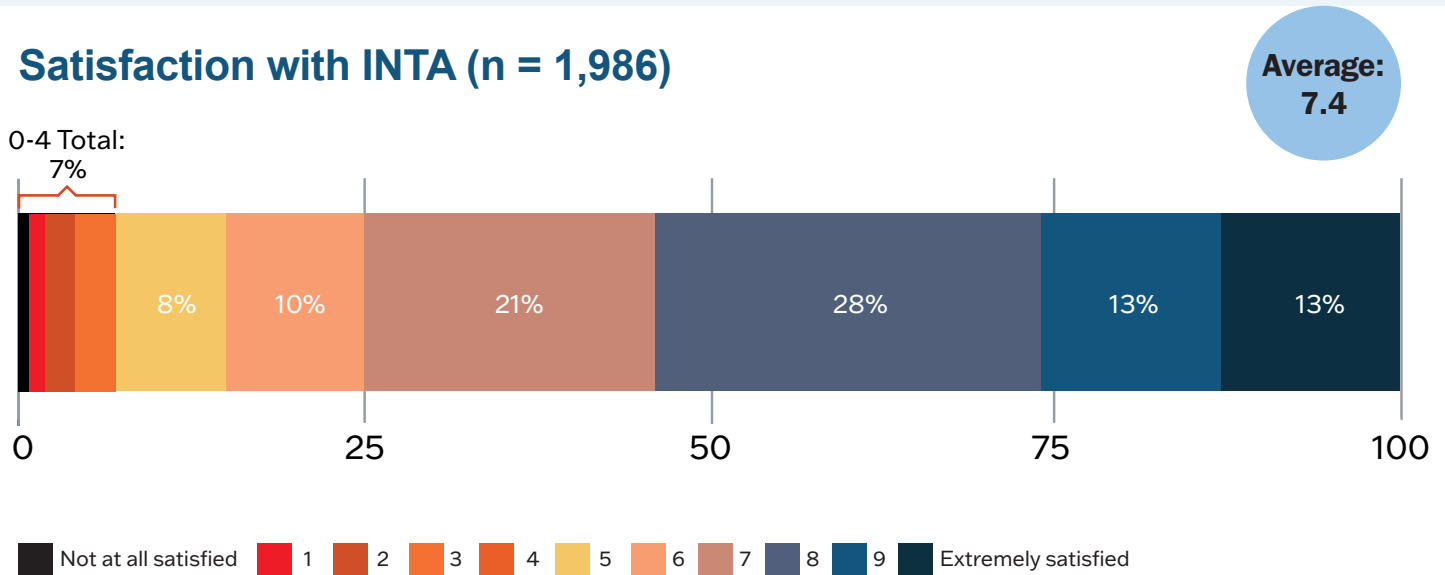
SECTION 01

Membership



SECTION 01 Membership

Satisfaction with INTA (n = 1,986)



Overall, members expressed a high level of satisfaction with INTA. Respondents were asked how satisfied they were with INTA on a scale of 0-10, where “0” is not at all satisfied and “10” is extremely satisfied. Members gave an average score of 7.4 out of 10 and most (54%) gave ratings of 8 or higher. Only seven percent of members gave scores of 4 or lower.



“One of the key aspects of INTA that makes me more likely to renew my membership is the access to a vast network of professionals from around the world, along with the opportunity to actively contribute through my committee role. The access to high-quality educational resources, such as conferences, webinars, and publications, along with INTA’s commitment to advocacy, makes it a valuable platform for professional growth. These aspects together enhance my likelihood of renewing my membership.”

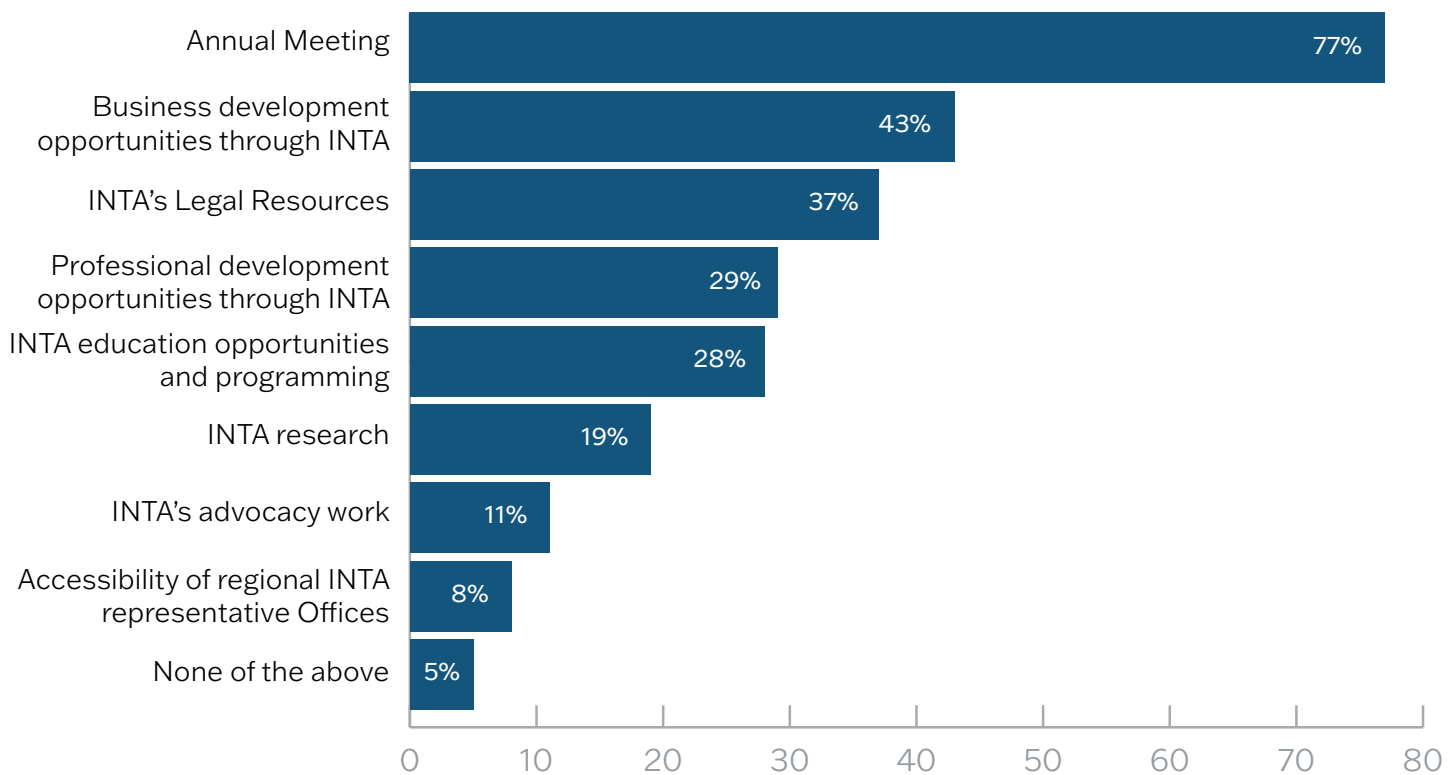
– Marketing / Sales / Business Development Professional, South Asia

“INTA is a dedicated platform for Intellectual Property rights. It comprises of companies from across all industries and sizes that own IP law. It also promotes global connectivity which makes it more likely to renew.”

– Law Firm Professional, South Asia

SECTION 01 Membership

INTA benefits that were personally beneficial to members and their careers in the past 12 months (n = 1,681)



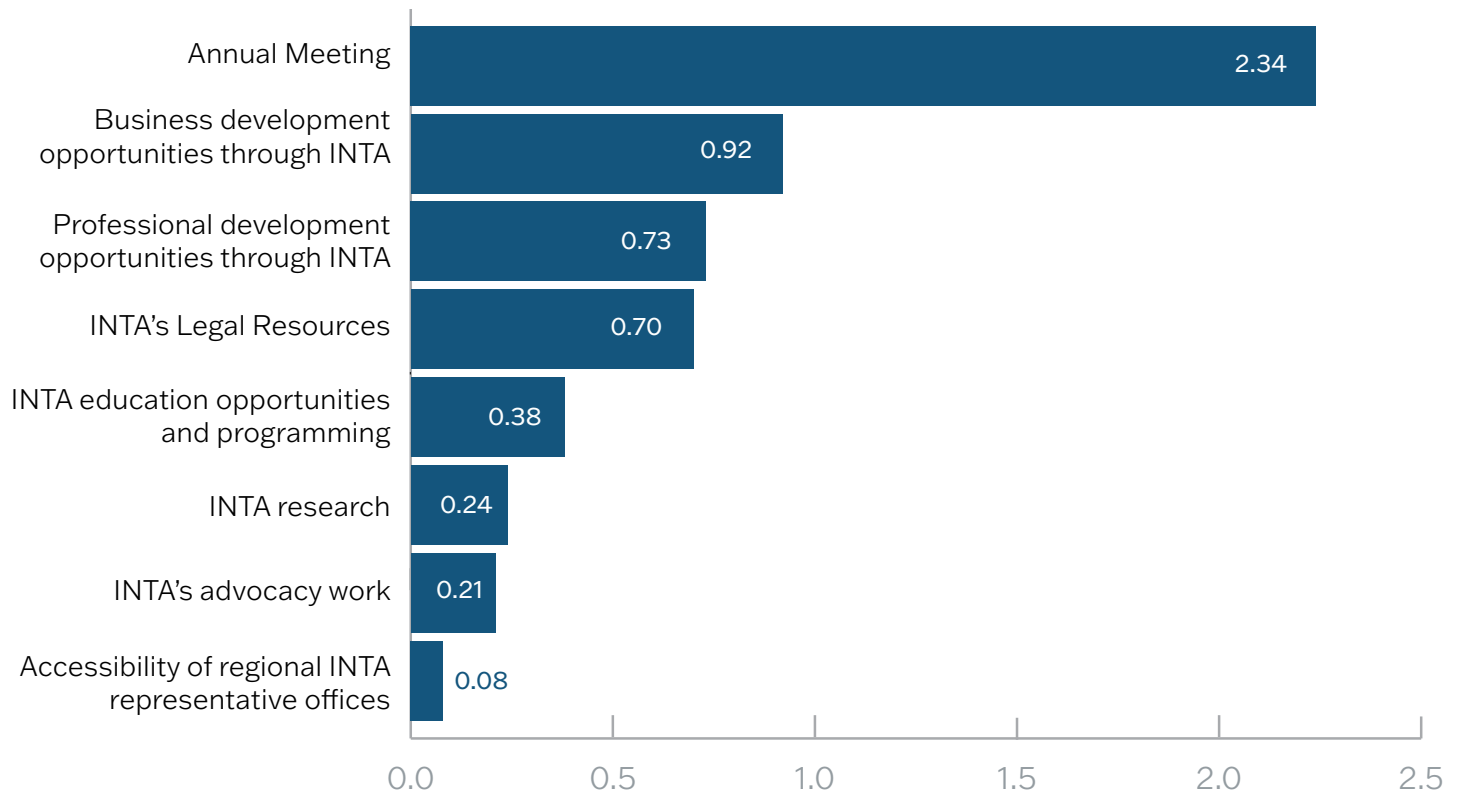
Members were asked which of INTA's benefits had personally benefited them and their organization in the past 12 months. More than three out of four members (77%) said the Annual Meeting had benefited themselves or their organization in the past year. More than one out of three (37%) said the same for INTA's Legal Resources.



“[INTA] brings together the main players in the world of IP. Being a part of this association maintains up-to-date IP professionals in this area. It offers an international collaborative environment for the professional practice of IP as it brings together the most important professionals from each country in this field.”

– Law Firm Professional, Latin America and Caribbean

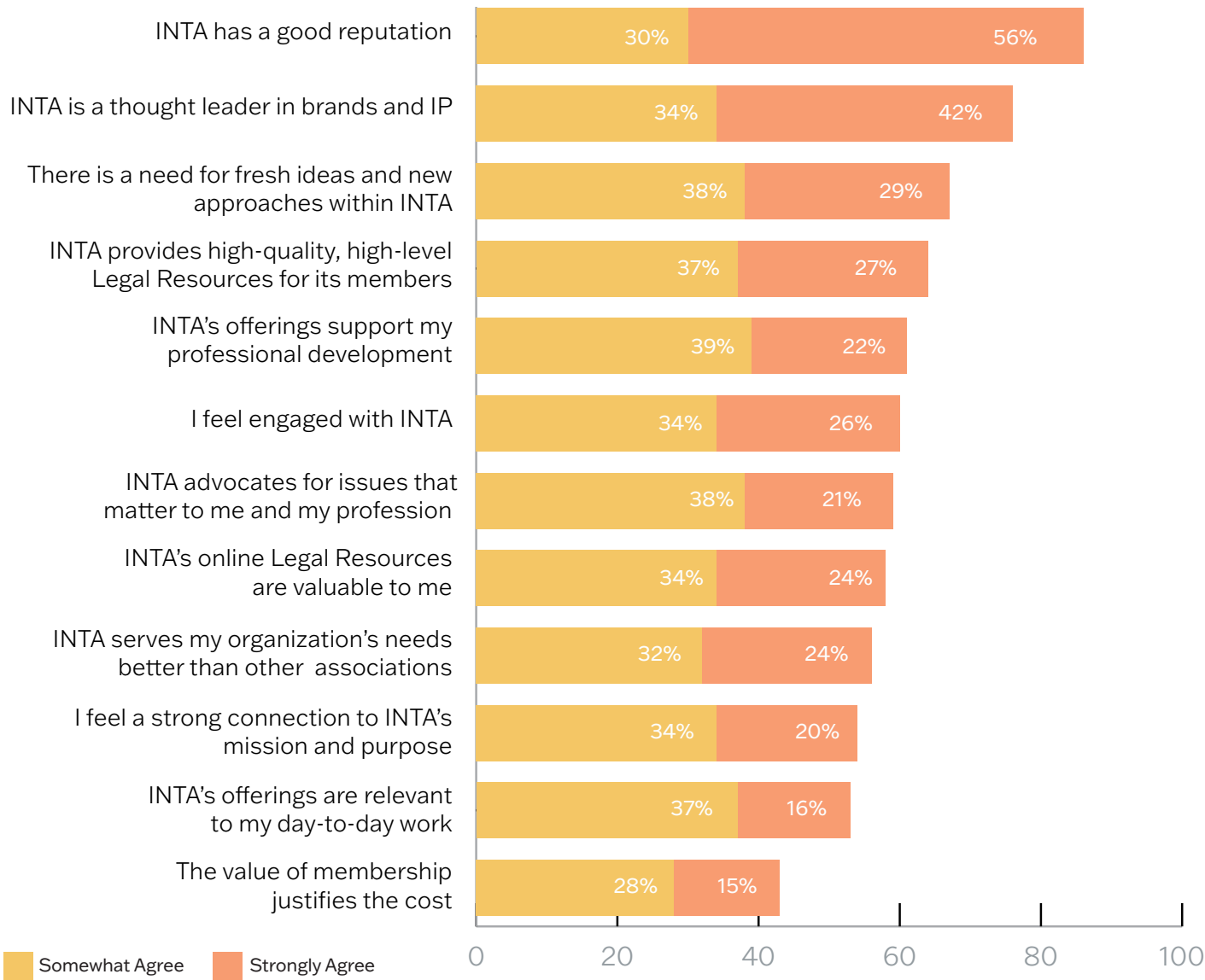
Rankings of most beneficial benefits to members’ work/organization — higher values represent more beneficial (n = 1,483)



Members were asked to rank the top three INTA benefits based on what has been most beneficial to their work/organization. The graph above presents the average member rankings, where higher values equate with greater perceived benefit (rankings of 1st = 3 points, 2nd= 2 points, 3rd =1 point). Again, the Annual Meeting was ranked the most beneficial by members receiving an average score of 2.34. Overall, average ratings were similar across segments.



Agreement with statements about INTA (n = 1,580-1,589)



Members were asked to what extent they agreed or disagreed with a series of statements about INTA. The graph above presents the level of agreement with each statement ordered from the highest level of agreement to the lowest level of agreement. Members were most likely to agree that INTA has a good reputation. A strong majority of members (86%) agreed with this statement and most (56%) strongly agreed. Members were also very likely to agree that INTA is a thought leader in brands and intellectual property. About three out of four members (76%) agreed with this statement and about two out of five (42%) strongly agreed. While member sentiment captured in this question was overwhelmingly positive, about two out of three members (67%) did agree that there is a need for fresh ideas and new approaches at INTA. Few members (6%) disagreed with this statement (not shown).

While most other positive statements had slightly lower level of agreement, most members agreed with all but one. Less than half (43%) of members agreed that the value of membership justified the cost and nearly one third (31%) disagreed with this statement.

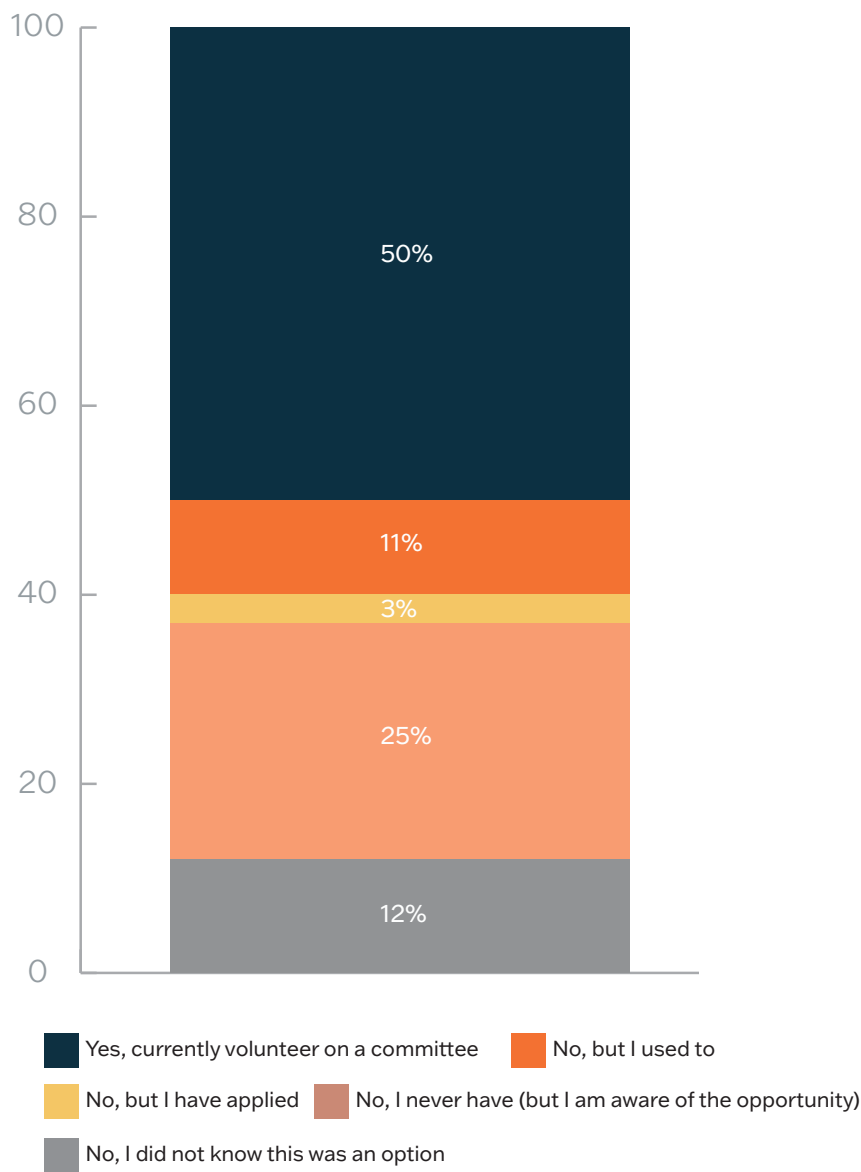
SECTION 02 Committees



International
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SECTION 02 Committee

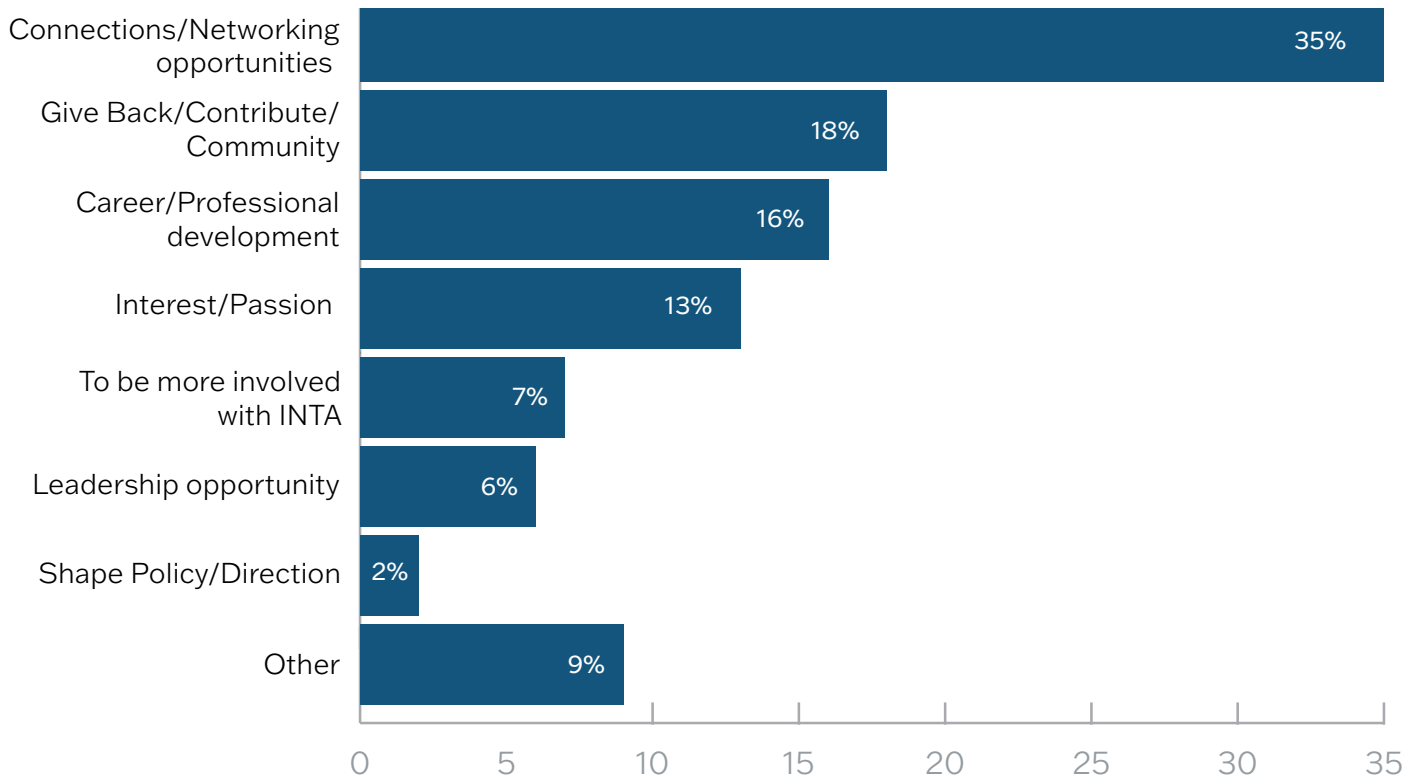
Committee status (n=1,579)



Half of members (50%) said they currently volunteer on an INTA committee. Smaller shares of members said they did not currently but had previously volunteered on a committee (11%) or that they did not currently but had applied (3%). One quarter of members (25%) said they had never volunteered on a committee, but that they were aware of the opportunity to do so. Only 12 percent of members did not know this was an option.



What led decision to volunteer for a committee - coded open-ended response (n = 853)



Members who currently or previously volunteered on a committee were asked what led to that decision in an open-ended question. Those responses were then coded into the thematic categories seen in the graph above. The most common response, mentioned by more than one third of these members (35%), was describing the benefit of making new connections and gaining networking opportunities. Next, nearly one out of five (18%) of volunteering members described a desire to give back, contribute, or foster community as driving their decision to volunteer. More than one out of ten of these members described career or professional development (16%) or a broad interest or passion (13%) as motivating this decision. Responses were generally similar across segments.



“[I volunteered for a committee] for my personal development and exposure of our firm to best practices.”

– Law Firm Professional, East Asia and Pacific

“It was a great opportunity to have a deep dive in a subject and also great for the connections with other INTA members.”

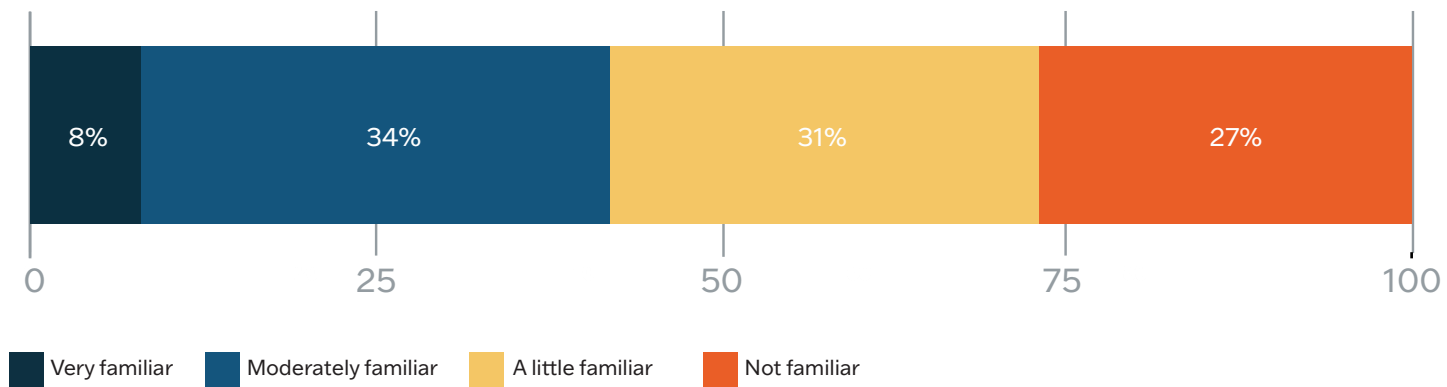
– In-House Practitioner, Europe: European Union

SECTION 03

Research Offerings

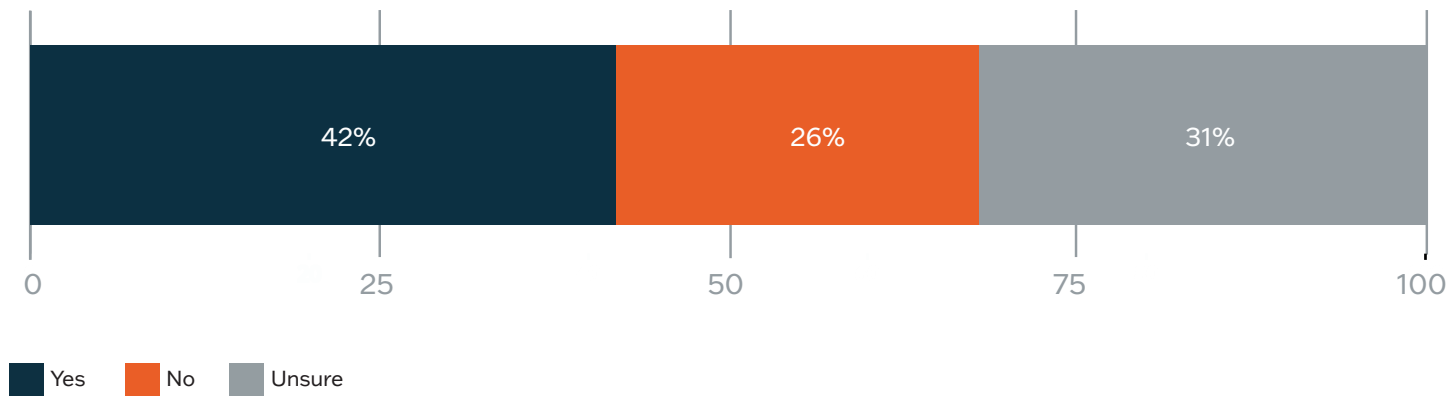


Familiarity with INTA’s research offerings (n = 1,575)



Members were asked how familiar they were with INTA’s research offerings overall. While most (73%) said they were at least a little familiar, only eight percent said they were very familiar. Members who had been involved with INTA for five years or less were more likely to say they were not familiar (43%) with INTA’s research offerings than those who had been involved with the organization longer (21%). Those who had been involved with INTA for less than a year were especially likely (58%) to be unfamiliar with INTA’s research offerings (not shown).

Do members know where to find INTA research offerings on inta.org (n = 1,522)

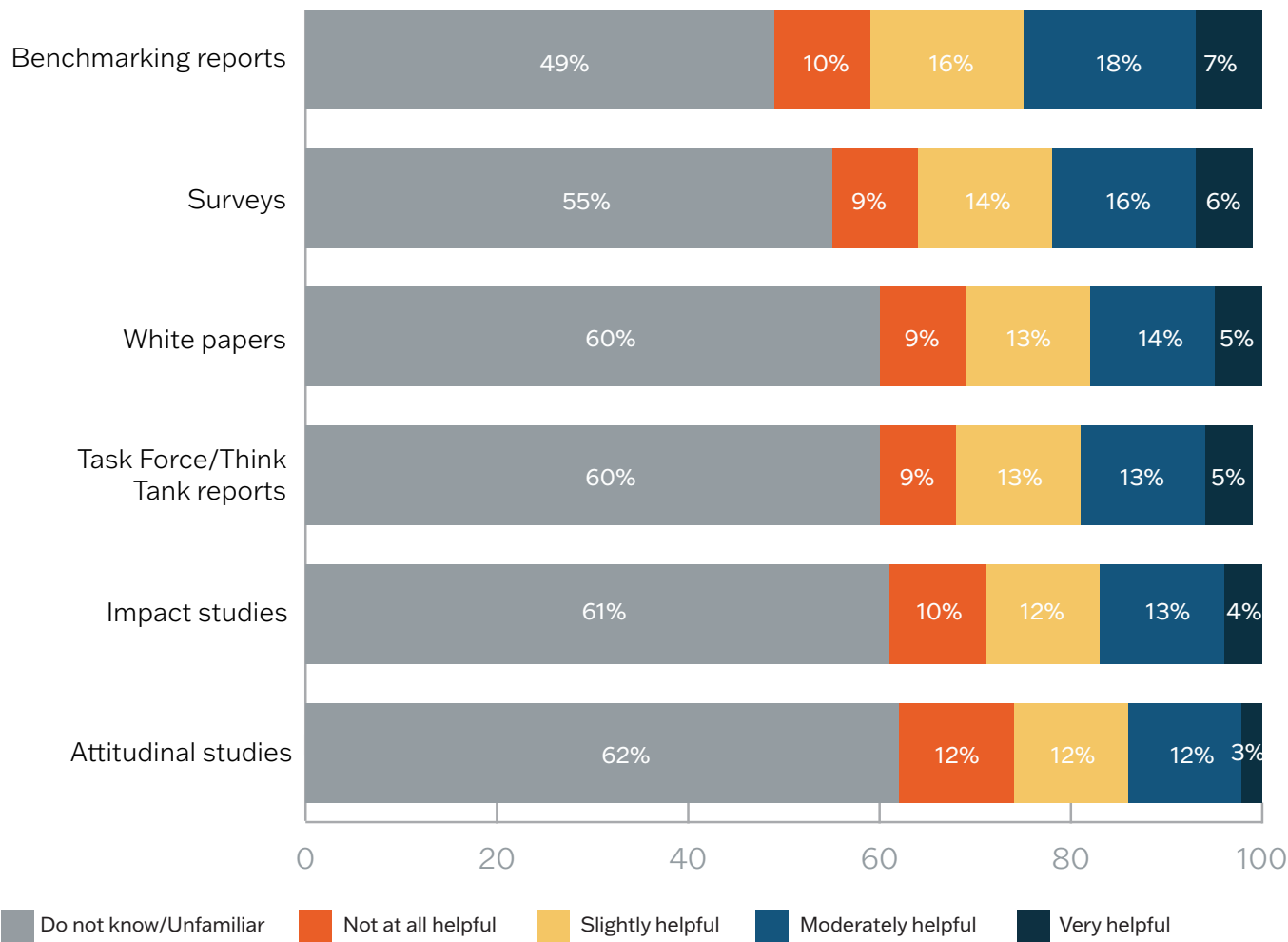


Most members said they did not know (26%) or were unsure (31%) of where to find INTA research offerings on inta.org. Members who had been involved with the organization for six or more years were more likely (47%) to say they knew where to find these offerings on inta.org than those who had been involved with INTA for five years or less (not shown).

SECTION 03

Research Offerings

Helpfulness of INTA research offerings to members and their work
(n = 1,420-1,433)



Members were asked to describe how helpful each of INTA's research offerings were to themselves and their work. Responses can be seen in the graph above in descending order of helpfulness. Overall, responses were similar to member ratings of importance (not shown).



“Surveys have encouraged us to thoroughly research our practice areas. Benchmarking has helped with lobbying for change.”

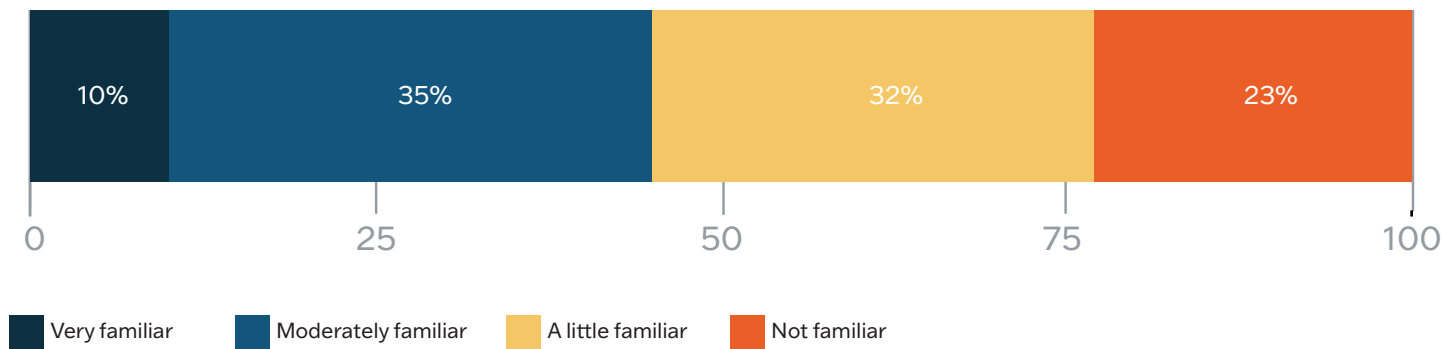
– Law Firm Professional, Sub-Saharan Africa

SECTION 04 Legal Resources



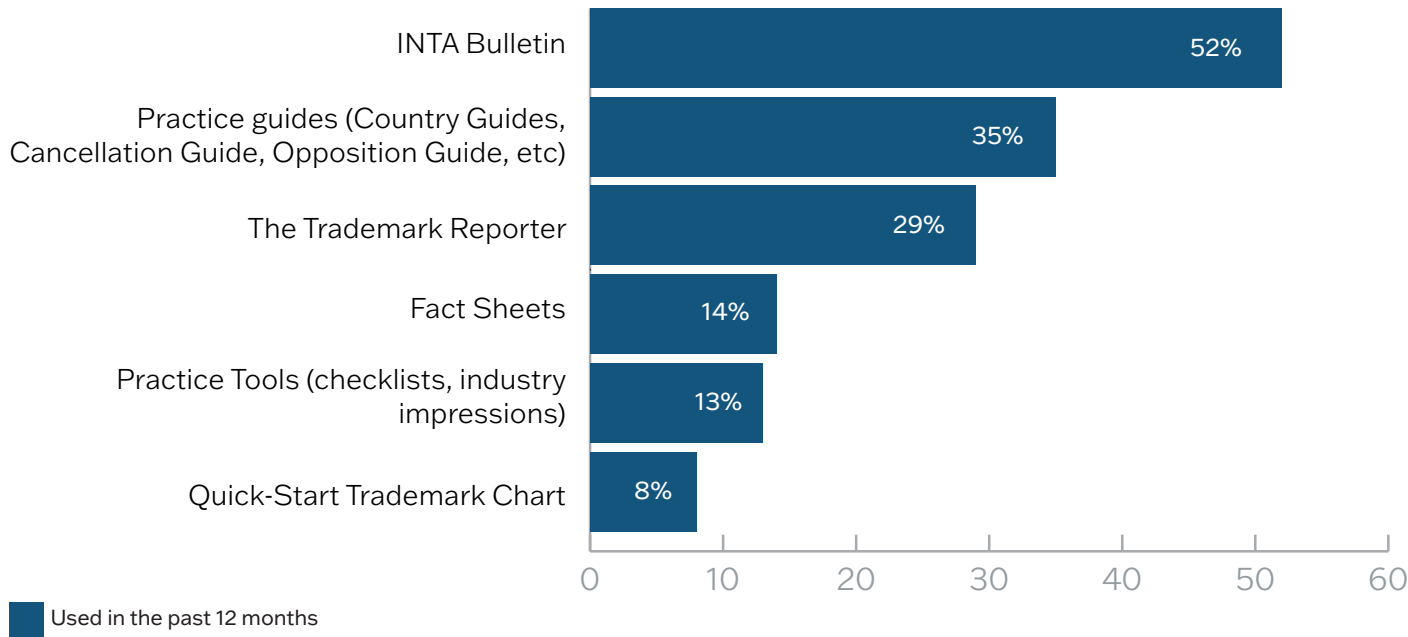
SECTION 04 Legal Resources

Familiarity with INTA's Legal Resources (n = 1,530)



While about three out of four members (77%) said they were at least a little familiar with INTA's Legal Resources, only one out of ten (10%) said they were very familiar.

Awareness of INTA Legal Resources - Used in Past 12 months (n = 1,440-1,474)



“INTA Practice Guides provided some basic and operational info in specific jurisdictions.”

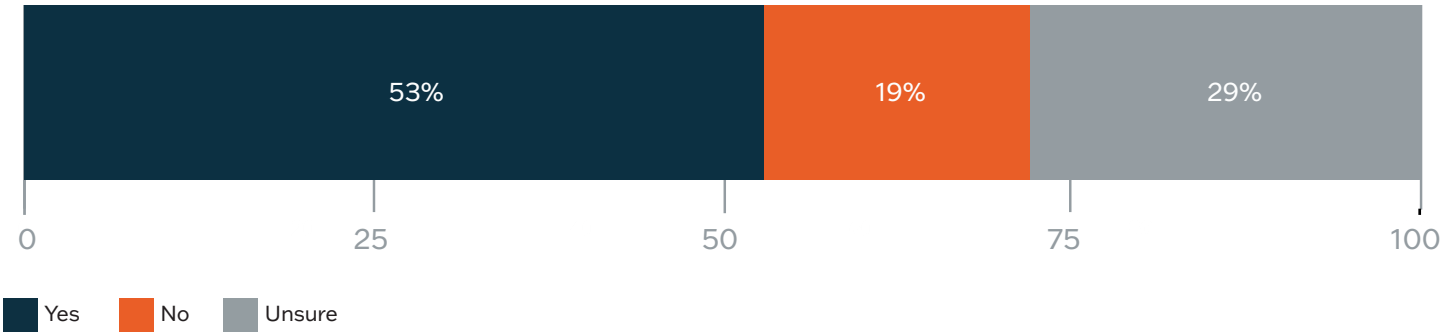
– In-House Practitioner, Europe: European Union

SECTION 04

Legal Resources

Do members know where to find INTA’s Legal Resources on inta.org

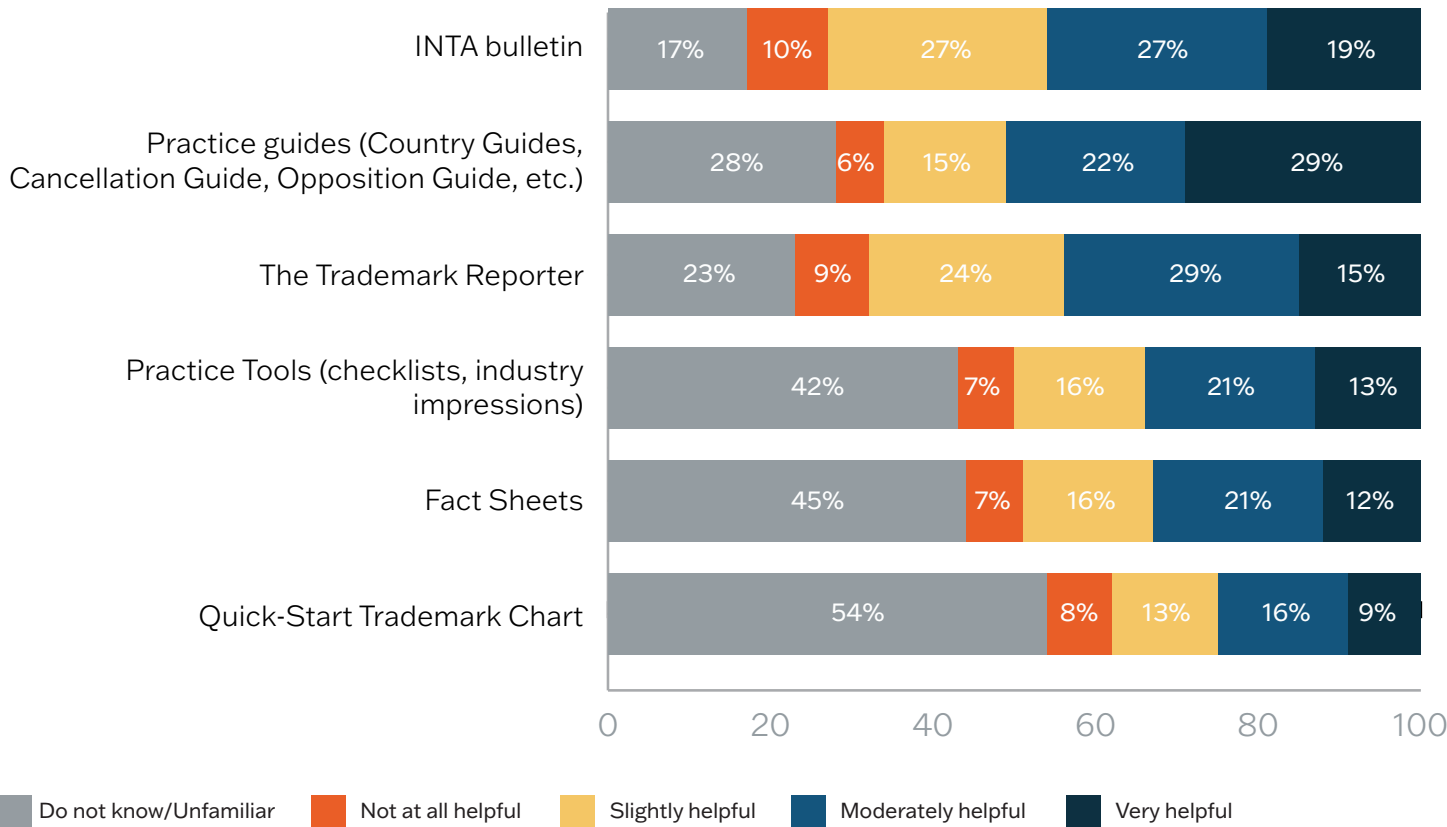
(n = 1,442)



Members were asked if they knew where to find INTA’s Legal Resources on inta.org. About half said that they did (53%), about one out of five said they did not (19%) and the remaining members (29%) were unsure.

Helpfulness of INTA Legal Resources to members and their work

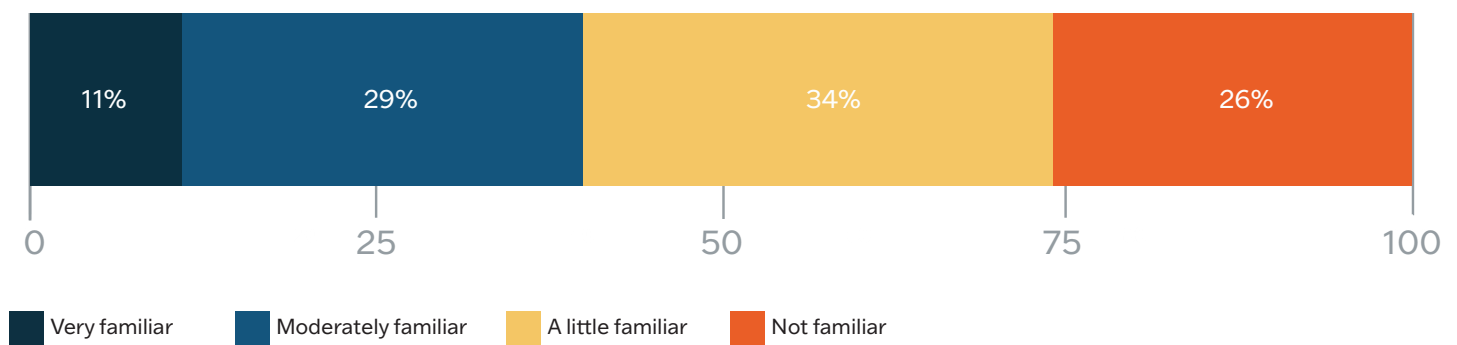
(n = 1,379-1,423)



SECTION 05 Advocacy

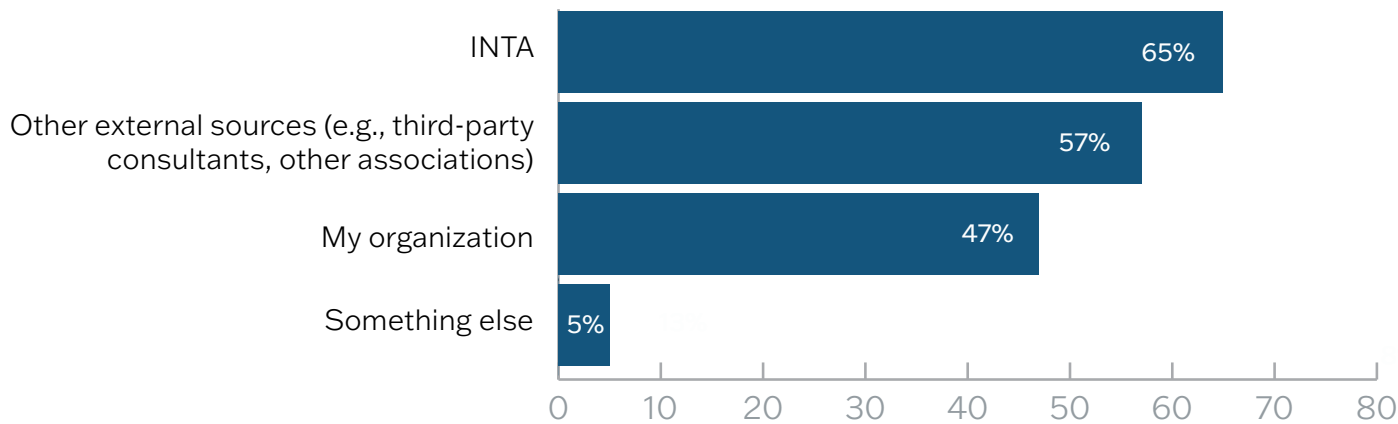


Familiarity with INTA’s advocacy work (n = 1,468)



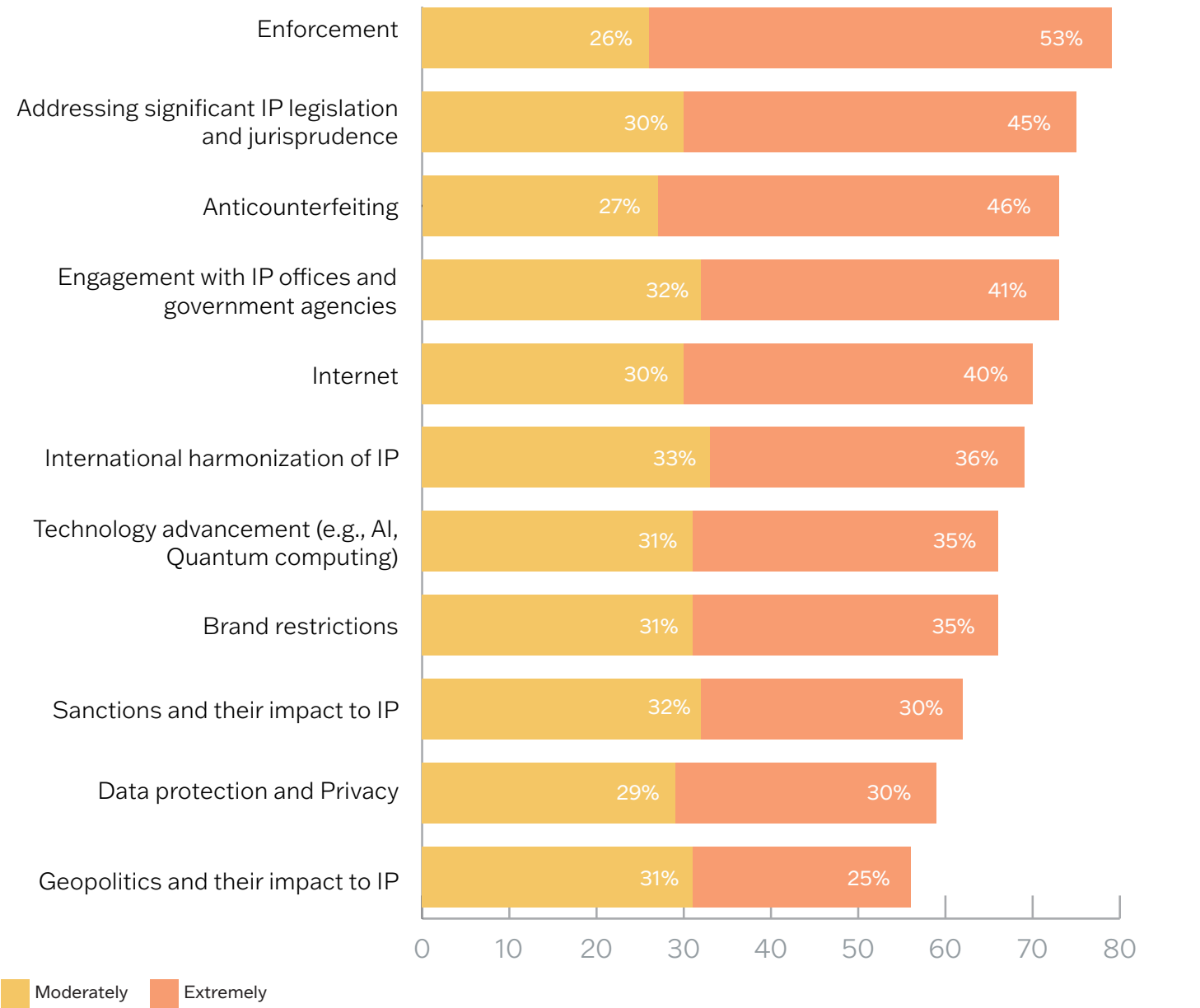
Next, members were asked how familiar they were with INTA’s advocacy work specifically. Nearly three out of four (74%) said they were at least a little familiar and about one out of ten (11%) said they were very familiar. Members who had been in the trademark/IP profession for five years or less were more likely to be unfamiliar with this work (43%) than those who had been in the field for longer (25%) (not shown).

How members stay informed about advocacy updates relevant to their industry (n = 1,414)



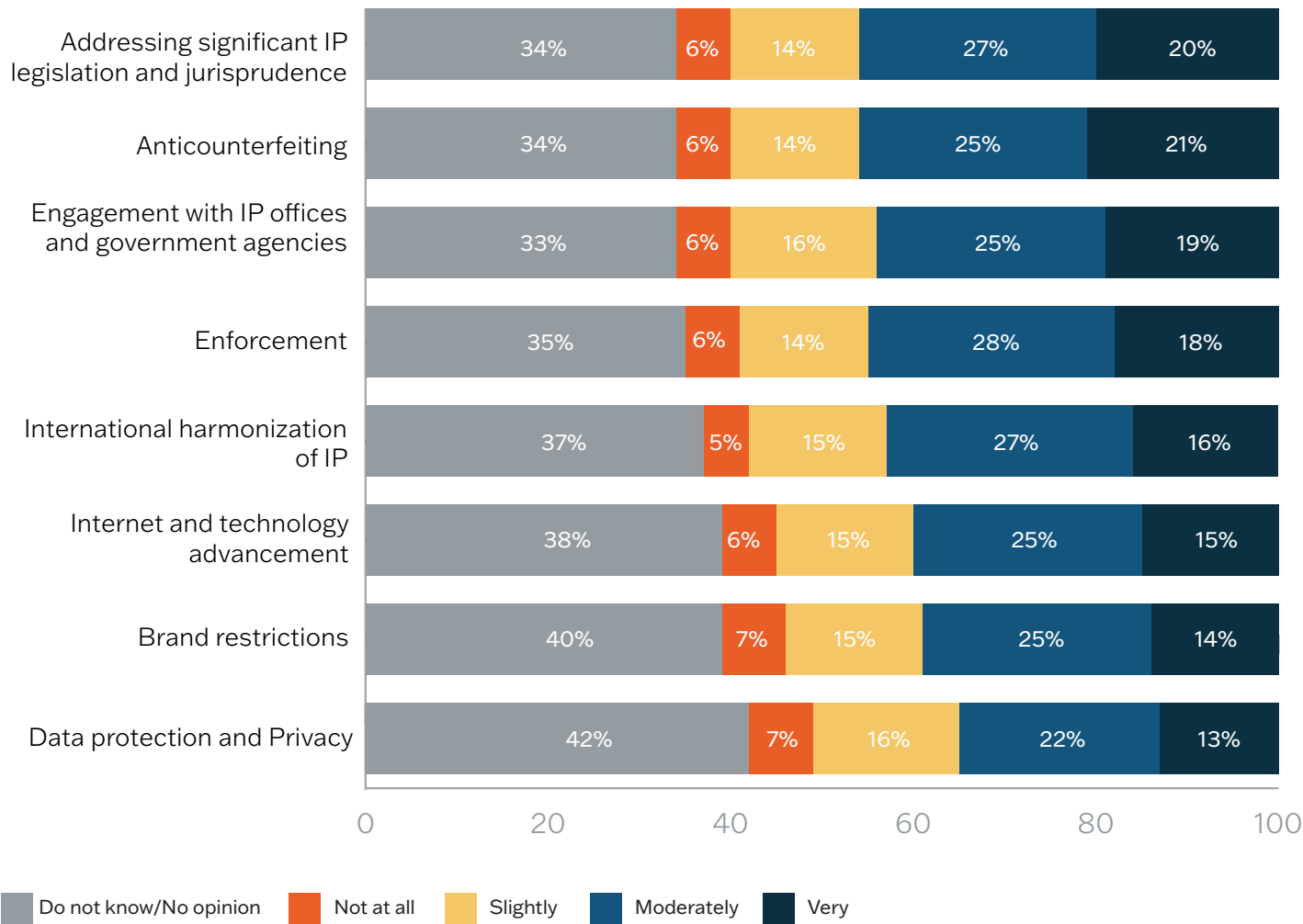
Members were asked how they stay informed about advocacy updates relevant to their industry. Nearly two out of three said they use INTA for these purposes (65%). A slightly smaller share, but nonetheless a majority (57%), said they use other external sources. Nearly half (47%) said they do so through their organization and five percent said they use something else.

Importance of INTA’s advocacy areas to members and their work (n = 1,374-1,393)



Next, members were asked how important each of INTA’s advocacy areas were to them and their work. The graph above presents these advocacy areas in descending order of importance. Enforcement was the most important advocacy area with a bit more than half of members (53%) describing this area as extremely important. A majority of members described each advocacy area as at least moderately important and while geopolitics and their impact to IP was rated relatively less important, one quarter of members (25%) still described this as extremely important to them and their work.

INTA’s effectiveness in advocacy areas (n =1,341-1,354)

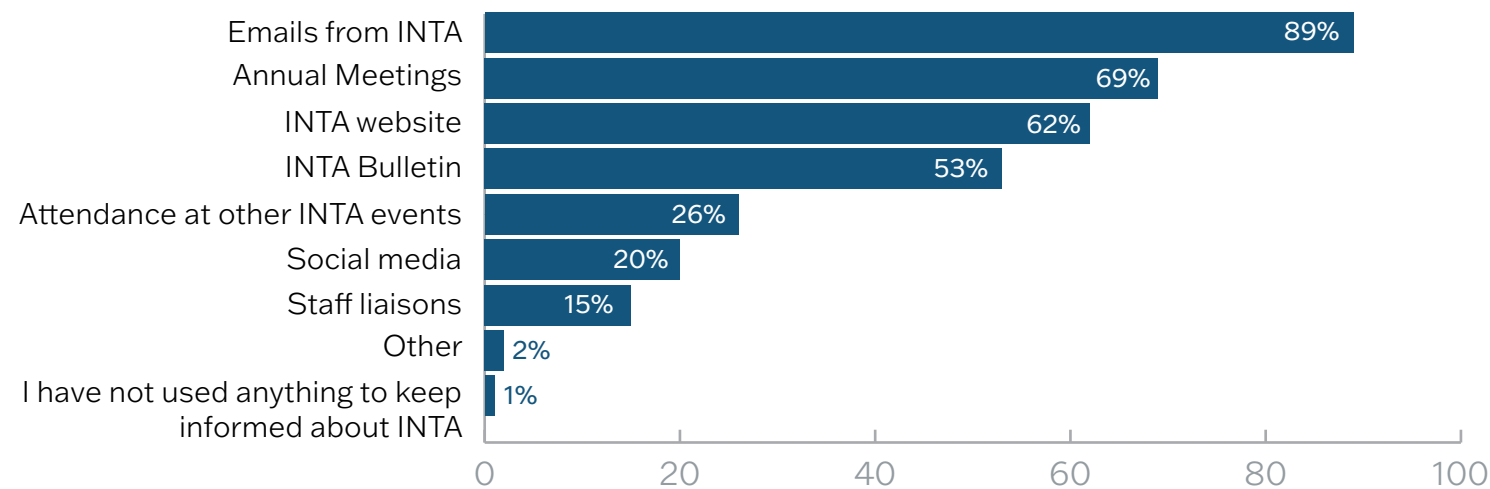


Members were asked to rate INTA’s effectiveness in advocating in these areas for them and their organization. The graph above presents advocacy areas in descending order of effectiveness. Overall, members generally perceived similar levels of effectiveness across most advocacy areas and most said INTA was at least slightly effective at advocacy in each specific area.

SECTION 06 Communications

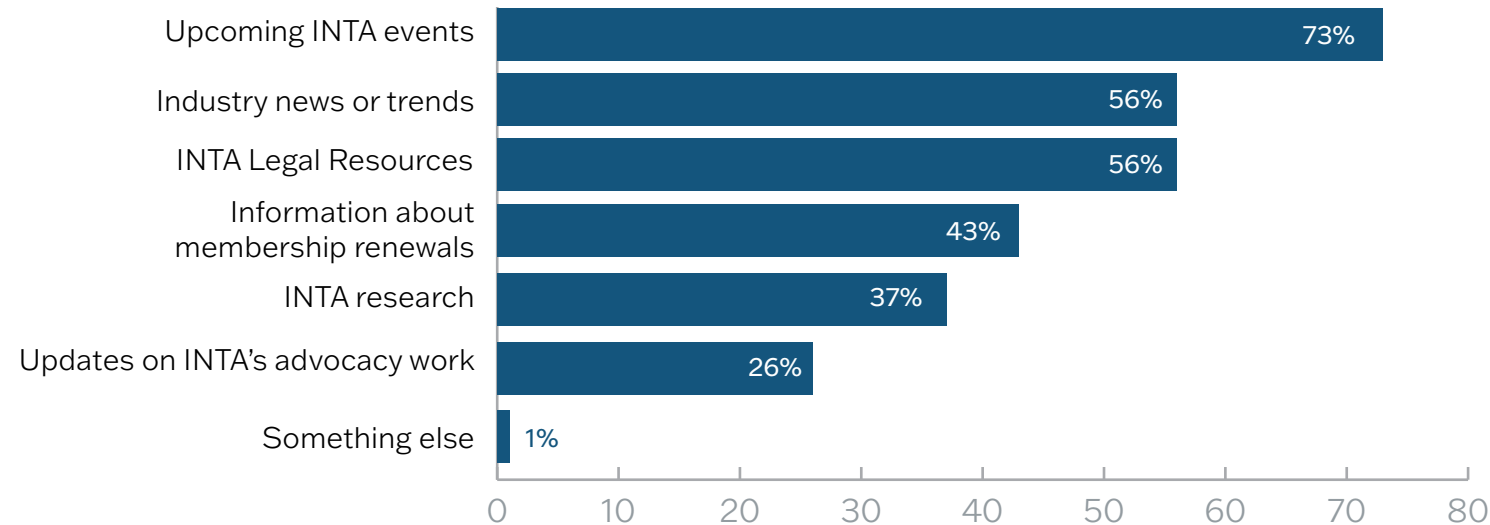


Modes used to stay informed about INTA in the past 12 months (n = 1,393)



Members were asked to identify all modes they have used to stay informed about INTA in the past 12 months. As can be seen in the graph above, the most common way members had stayed informed about INTA in the last year was emails from INTA (89%). Most said they used Annual Meetings (69%), the INTA website (62%), and INTA Bulletin (53%) in the past 12 months as well.

Most useful communications from INTA (n = 1,341)



Members were asked to select all information that they found most useful when receiving INTA communications. Nearly three out of four members (73%) said they found upcoming INTA events to be most useful. Most said communications about industry news or trends (56%) and INTA Legal Resources (56%) were most useful. A smaller share of members said information about membership renewals (43%), INTA research (37%), and updates on INTA's advocacy work (26%) were most useful.

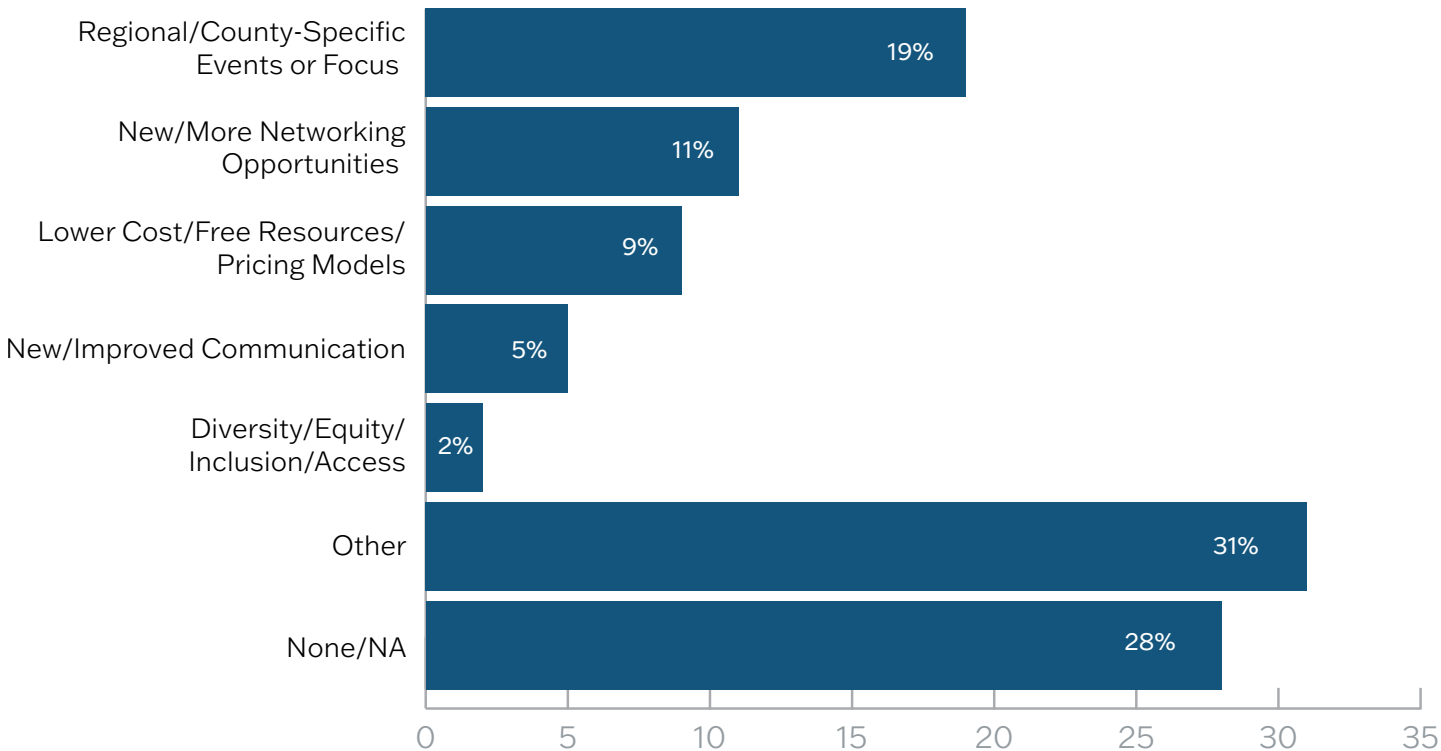
SECTION 07

Looking Ahead

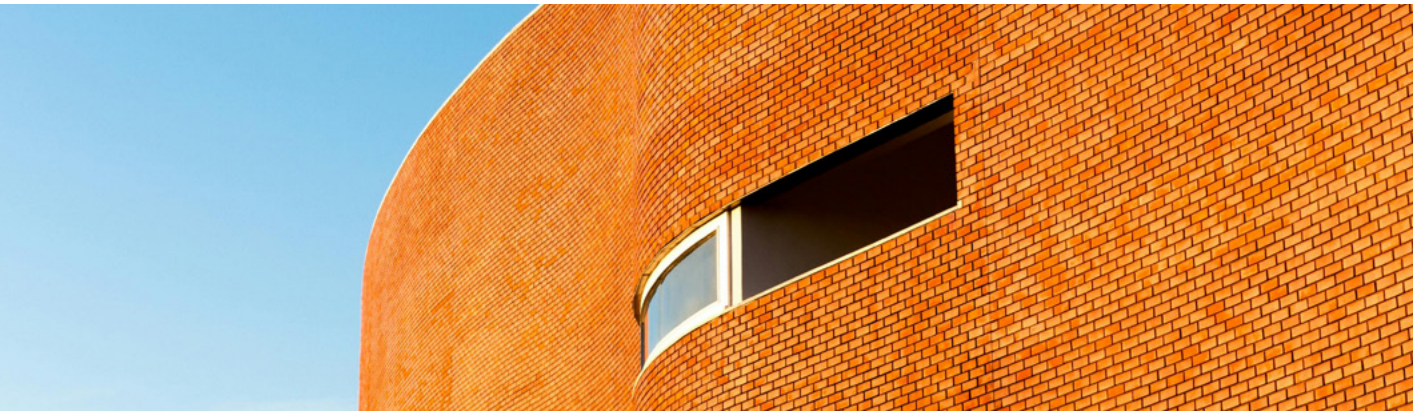


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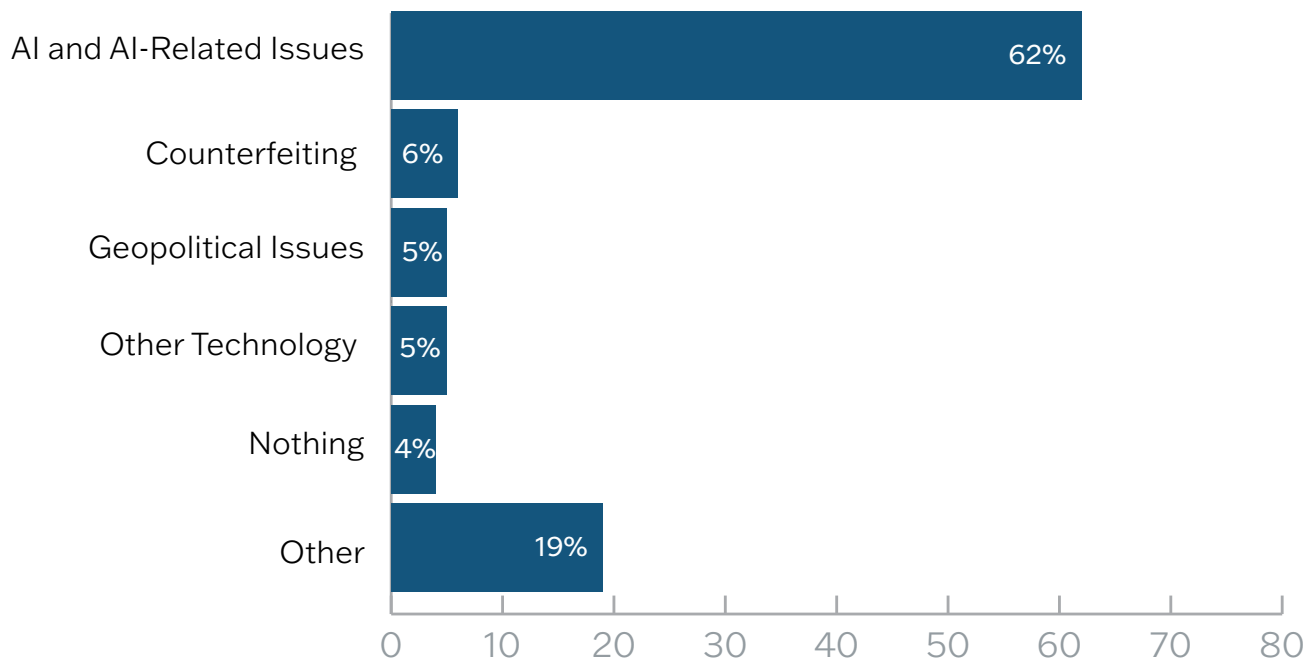
Benefits or services provided by trademark/IP associations that INTA should consider — coded open-ended responses (n = 263)



Members were asked to describe any benefit or service that other trademark/IP associations provide that INTA should consider in an open-ended question. Open-ended responses were grouped into the thematic categories seen in the graph above. Fewer members responded to this question than any other question on the survey. This decreased response indicates, in part, a lack of substantive opinions about what INTA could provide in this area. Additionally, more than one quarter of responding members (28%) said there was nothing new INTA should consider. The most common theme, mentioned by one out of five responding members (19%), was a desire for regional or country-specific events or focus. Responses to this question were generally similar across segments.



Greatest trademark/intellectual property concern the industry will face in the next five years — coded open-ended responses (n = 543)



Finally, members were asked to describe the greatest trademark/intellectual property concern that the profession will face in the next five years in an open-ended question. Responses were grouped into the thematic categories seen in the graph above. Most members who responded to this question (62%) described AI and AI-related issues. The remaining responses described issues in counterfeiting (6%), geopolitical issues (5%), other technologies (5%) or other idiosyncratic responses (19%). Responses to this question were generally similar across segments.



“[Biggest concern in next five years is likely] the rapid evolution of technology and its impact on IP rights. Issues such as the rise of artificial intelligence, digital content, and online marketplaces can create challenges in enforcing IP rights and preventing infringement.”

– Law Firm Professional, Sub-Saharan Africa

