Badges and Admittance

Only persons registered for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges may be subject to sanctions, up to and including removal from the meeting and revocation of your INTA membership.

March 7-8, 2013
The Ritz-Carton, Philadelphia
Philadelphia, PA
Overview

March 7-8, 2013
Philadelphia, PA, USA
The Ritz-Carlton Philadelphia

The ongoing Internet and social media revolution has trademark practitioners locked in a continuous struggle to understand and cope with the emerging legal issues and their practical effects. By learning best practices and cost-cutting strategies from other companies or firms, trademark practitioners -- whether in-house or in private practice -- can focus their resources to address the key issues in connection with this limitless online space.

This conference will provide information and guidance on complex issues and updates in important areas, such as:

- Global Brand Portfolio Management in an Online World
- Mobile Apps and the Marketplace
- Social Media Enforcement
- Best Practices in Global Domain Name Management
- Opportunities and Challenges in the Expanding Domain Name Space
- Scaling the New Internet Landscape to Your Organization
- Global Cybersquatting Challenges

If Internet matters are an important component of your business or practice, or you would like to strengthen the relationship you have with your corporate client or outside counsel in online brand protection, this conference will prepare you for the Internet revolution of 2013 and beyond.
Program

Agenda

Thursday, March 7

8:30 am–5:30 pm  
Registration and Information Desk Open

9:30 am–9:50 am  
Welcome and Introductions

Speakers:
Sarah Deutsch, Conference Co-Chair, Verizon Communications (United States)
Brian Winterfeldt, Conference Co-Chair, Steptoe & Johnson LLP (United States)

9:50 am–11:05 am  
Session I
Global Brand Portfolio Management in an Online World

Brand owners and outside counsel will share insights, practical tips and concerns regarding:

- Searching and clearance differences in connection with online assets
- Filing strategies for online products and services
- Protecting your brand presence in online media – domain names, social media, mobile apps, favicons and beyond
- Developing and administering effective online use and social media policies
- Update on search engine marketing and keywords
- Strategies and prioritization of cross-platform enforcement
- Best practices for staying relevant and adapting to changing consumer expectations

Moderator:
Ellen Shankman, Ellen B. Shankman & Associates (Israel)

Speakers:
Christopher E. George, Intel Corporation (United States)
Toni Y. Hickey, Cummins Inc. (United States)
Ellen Shankman, Ellen B. Shankman & Associates (Israel)
11:05 am–11:15 am Networking Break

11:15 am–12:30 pm Session II
Going Mobile: Applications, Marketplaces and More

The explosive popularity of mobile apps has brought with it a new set of legal concerns for trademark owners and practitioners. With over one million apps in the Apple, Google Play and Windows app stores alone, and the likelihood that the worldwide app industry is well on its way to achieving 44 billion total downloads by 2016, companies are capitalizing on the marketing and revenue potential presented by a mobile app marketing strategy. Unfortunately, where there are opportunities, there lay potential dangers. This panel will focus on helping the trademark practitioner understand the legal landscape regarding the mobile app marketplace, including:

- Protecting and enforcing brands in mobile marketplaces, including takedown policies and rogue apps
- Copyright concerns on mobile platforms, as well as international considerations
- Building a successful brand strategy and user base through mobile apps

Moderator:
Faisal Shah (United States)

Speakers:
Peter Dernbach, Winkler Partners (Taiwan)
Christine K. Hsieh, Google (United States)
Debra Hughes, American Red Cross (United States)

12:30 pm–2:00 pm Luncheon

2:00 pm–3:30 pm Session III
Social Media Enforcement

With social media companies such as Facebook and Twitter taking the online world by storm, practitioners must develop strategies to address the unique trademark issues presented by these platforms. This session will help practitioners better understand issues surrounding the fast-growing realm of social media by addressing topics such as:
• Developing a cohesive enforcement strategy: universal and platform-specific mechanisms and practices, including proactive strategies to limit the impact of infringement
• Challenges of combating counterfeit profiles, pages, and merchandise on social media platforms
• Nonprofit organization concerns in social media enforcement
• Special considerations for image-based sites
• Creative strategies to protect your budget and social media image

Moderator:
Sally Abel, Fenwick & West LLP (United States)

Speakers:
Anthony Falzone, Pinterest (United States)
Lori Schulman, ASCD (United States)

3:30 pm–3:45 pm  Networking Break

3:45 pm–4:05 pm  Session IV
Internet Committee Update

Be brought up-to-date on what the INTA Internet Committee and Subcommittees are doing to fulfill the Association’s mission of promoting trademarks and protecting consumers from confusion in the evolving Internet ecosystem.

Moderator:
Claudio Di Gangi, International Trademark Association (United States)

Speakers:
Claudio Di Gangi, International Trademark Association (United States)
Adam Lindquist Scoville, RE/MAX LLC (United States)
Fabricio Vayra, Time Warner Inc. (United States)

4:05 pm—5:35 pm  Session V
Getting Your “Domains” in Order: Best Practices in Global Domain Name Management

With the impending launch of new gTLDs and shrinking resources, now is the time to focus on refining internal
policies and procedures for domain names and auditing existing portfolios. Topics will include:

- Developing domain name registration policies to protect brands
- Securing and maintaining the right domain name assets for your brands
- Organizing a portfolio
- Managing budgets for domain names
- Auditing domain name portfolios
- Developing guidelines for watch services and domain name enforcement

Moderator:
Jeanene Jobst, Turner Broadcasting System (United States)

Speakers:
Susan Kawaguchi, Facebook, Inc. (United States)
Mona Lee, Hanol Law Offices (Korea)
Alfred W. Zaher, Blank Rome LLP (United States)

5:35 pm  Adjourn
6:00 pm–7:30 pm  Welcome Reception

Friday, March 8

8:00 am – 2:00 pm  Registration

9:00 am–9:05 am  Overview of Day Two
Sarah Deutsch, Conference Co-Chair, Verizon Communications (United States)
Brian Winterfeldt, Conference Co-Chair, Steptoe & Johnson LLP (United States)

9:05 am–9:20 am  The New gTLD Program: Brief Update
The Conference Chairs provide a brief overview of the current status of the new gTLD program and the application landscape.

Speakers:
Sarah Deutsch, Verizon Communications (United States)
Brian Winterfeldt, Steptoe & Johnson LLP (United States)
9:20 am – 10:35 am  
**Session VI**  
**New gTLDs: Opportunity or Formula for Disaster?**

Many support ICANN’s introduction of new gTLDs, including entrepreneurs, Internet marketeers, existing registries and registrars. Others vehemently oppose the introduction of new gTLDs, including trademark counsel and corporate trademark owners who are concerned that potentially thousands of new gTLDs will vastly increase the capacity for fraud and misuse of trademarks and lead to insurmountable problems and disproportionate costs of enforcement. Stakeholders include governments, affinity groups and communities, trade organizations and others.

**Who is right? Or do both camps have a point?**

In a “point/counterpoint” format, hear the debate among the most knowledgeable and involved international practitioners. Learn from experts who have followed the issues closely from the beginning and have been personally involved. Find out what to expect and what their concerns are, as well as the upside of the new gTLD offerings. You will probably be surprised, likely entertained, and certainly informed.

**Moderator:**  
Leslie J. Lott, Lott & Fischer PL (United States)

**Speakers:**  
Andrew Abrams, Google (United States)  
Sarah Deutsch, Verizon Communications (United States)  
J. Scott Evans, Yahoo! Inc. (United States)  
Debra Hughes, American Red Cross (United States)  
Jonathon Nevett, Donuts Inc. (United States)  
Ellen Shankman, Ellen B. Shankman & Associates (Israel)

10:35 am – 11:40 am  
**Session VII**  
**New gTLDs – The View of Governments, Government Agencies and NGOs**

Join us for a lively discussion of the concerns and views of government agencies and nonprofit groups regarding the new gTLD program, including specific applications that may potentially cause harm to consumers. Panelists will discuss the various challenges facing consumers in a world of hundreds of new gTLDs and hear from different agencies.
and organizations responsible for protecting the public from fraud and abuse.

**Moderators:**
Sarah Deutsch, Verizon Communications (United States)
Brian Winterfeldt, Steptoe & Johnson LLP (United States)

**Speakers:**
Robert Flaim, Federal Bureau of Investigation (FBI) (United States)
Anjali Hansen, Better Business Bureau (BBB) (United States)
Shaundra Watson, Federal Trade Commission (FTC) (United States)

**11:40 – 11:55 am**
Networking Break

**11:55 am – 1:10 pm**
Session VIII
Scaling the New Internet Landscape to Your Organization

Hear about the impact of the new gTLDs on brand owners of all sizes including large corporations, non-profits and smaller businesses, including:

- Concerns of nonprofit brand owners on the implications of industry-focused, top-level extensions and possible harm to consumers brought on by various frauds and scams.
- How large organizations, nonprofits and smaller businesses handle budget concerns and strategies aimed at dealing with abuses and frauds.
- Potential benefits and/or harm to non-applicants resulting from the delegation of new gTLDs.
- Challenges for larger organizations in adapting a robust Internet presence and domain name portfolio to include new gTLDs at the top and second level.
- Experiences working inside ICANN’s system.

**Moderator:**
Lori Schulman, ASCD (United States)

**Speakers:**
Robyn Ettricks, The Vanguard Group, Inc. (United States)
Steve M. Levy, FairWinds Partners LLC (United States)
Vanessa Soman, Martha Stewart Living Omnimedia Inc. (United States)

1:10 pm–2:30 pm Networking Lunch

2:30 pm – 3:45 pm Session IX
Global Cybersquatting Challenges in 2013 and Beyond

Participate in a discussion that looks ahead to the future of gTLDs, the adjustments that trademark owners will have to make to ensure their marks are properly protected, and more. Topics include:

- What challenges will trademark owners face when enforcing their brands in the post gTLD world?
- Will the URS (Uniform Rapid Suspension) and Trademark Clearinghouse be useful tools? How should trademark counsel use these remedies, if at all?
- Will the UDRP (Uniform Domain-Name Dispute Resolution Policy) and ACPA (Anticybersquatting Consumer Protection Act) scale adequately for new gTLDs? Should ACPA be amended to address wide-scale cybersquatting, and if so, how?
- How should jurisdictional problems be addressed when new registries, registrars and cybersquatters are located overseas? What remedies are needed in other national laws around the world?
- Should WIPO (World Intellectual Property Organization) consider a cybersquatting treaty?
- What advocacy opportunities are available to brand owners in connection with the new gTLD program and beyond?

Moderator:
Dana Brown Northcott, Amazon.com, Inc. (United States)

Speakers:
Sally Abel, Fenwick & West LLP (United States)
Rick McMurtry, Turner Broadcasting System (United States)
David Taylor, Hogan Lovells (Paris) LLP (France)

3:45 pm - 4:00 pm Wrap Up / Adjourn

Speakers:
Sarah Deutsch, Verizon Communications (United States)
Brian Winterfeldt, Steptoe & Johnson LLP (United States)
Continuing Legal Education

This conference qualifies as an educational program for CLE credits and CPD Points. For more information, please email cle@inta.org. Be sure to stop by the Registration and Information Desk at the conference to sign the CLE book.

Project Team

Exceptional topics, faculty and presentations have come to distinguish INTA programs and earn them an unmatched reputation in the field of trademark law and practice. INTA owes this achievement to the many volunteers who so willingly contribute their time and energy to this effort.

INTA would like to thank the Project Team for its excellent work in planning and presenting this conference.

**Chairs:**

Sarah Deutsch, Verizon Communications (United States)
Brian Winterfeldt, Steptoe & Johnson LLP (United States)

**Members:**

Sally Abel, Fenwick & West LLP (United States)
Jeanene Jobst, Turner Broadcasting System (United States)
Leslie J. Lott, Lott & Fischer PL (United States)
Dana Brown Northcott, Amazon.com, Inc. (United States)
Tamara Reznik, Expedia Inc. (United States)
Lori Schulman, ASCD (United States)
Faisal Shah (United States)

**INTA Staff:**

Ann Eng, Director of Education, International Trademark Association (United States)
Claudio DiGangi, Manager, External Relations - Internet & the Judiciary, International Trademark Association (United States)
Paula Lee, Senior Planner, Meetings, Exhibits and Sponsorship Strategy, International Trademark Association (United States)
Sponsorship Opportunities

For information on INTA sponsorship opportunities for this and other INTA programs, contact Paula Lee, CMP, at plee@inta.org or +1-212-642-1721.

PLATINUM SPONSOR

Platinum Sponsorship – US $6,000

- Recognition as the Platinum Sponsor on the Trademarks and the Changing Internet Landscape online brochure
- One-time use of the attendee mailing list (pre- and post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 200-word description and logo with link to firm/company website on the online brochure
- Two (2) full registrations
- Sponsor Ribbons for all attendees from the firm
- Company logo on table cards in the General Session
- The opportunity to send a piece of collateral or giveaway (some size and weight restrictions apply)
- Recognition at the conference as the Platinum Sponsor in the printed Final Program and Attendee Directory, in the PowerPoint slide in the General Session, on the conference portal, at registration, and other designated areas

GOLD SPONSORS

Conference Bag Sponsorship – US $5,000

- Recognition as a Gold Sponsor on the Trademarks and the Changing Internet Landscape online brochure
- One-time use of the attendee mailing list (pre- and post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Conference bag with your company logo distributed to all attendees
- The opportunity to include a piece of collateral or giveaway in the conference bag (some size and weight restrictions apply)
- Recognition at the conference as the Conference Bag Sponsor in the printed Final Program and Attendee Directory, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

E-Access Sponsorship – US $4,000

- Recognition as a Gold Sponsor on the Trademarks and the Changing Internet Landscape online brochure
- One-time use of the attendee mailing list (pre- and post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
100-word description and logo with link to firm/company website on the online brochure
One (1) full registration
Sponsor ribbons for all attendees from the firm
Recognition at the conference as the Internet Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Keycard Sponsorship – US $4,000**

- Recognition as a Gold Sponsor on the Trademarks and the Changing Internet Landscape online brochure
- One-time use of the attendee mailing list (pre- and post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Hotel keycards with your company logo
- Recognition at the conference as the Keycard Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Note Pad Sponsorship – US $4,000**

- Recognition as a Gold Sponsor on the Trademarks and the Changing Internet Landscape online brochure
- One-time use of the attendee mailing list (pre- and post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 100-word description and logo with link to firm/company website on the online brochure
- One (1) full registration
- Sponsor ribbons for all attendees from the firm
- Note Pad with your company logo distributed to all attendees
- Recognition at the conference as the Note Pad Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**SILVER SPONSORS**

**Continental Breakfast Sponsorship – US $2,000**

Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure

- One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
- 50-word description and logo with link to firm/company website on the online brochure
- Sponsor ribbons for all attendees from the firm
• Recognition at the conference as the Continental Breakfast Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Thursday Luncheon Sponsorship – US $2,000**

• Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• Sponsor ribbons for all attendees from the firm
• The exclusive right to distribute one piece of collateral or giveaway on the chairs/tables in the lunch area
• Recognition at the conference as the Luncheon Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Friday Luncheon Sponsorship – US $2,000**

• Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• Sponsor ribbons for all attendees from the firm
• The exclusive right to distribute one piece of collateral or giveaway on the chairs/tables in the lunch area
• Recognition at the conference as the Luncheon Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Opening Cocktail Reception Sponsorship – US $3,000**

• Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• One (1) full registration
• Sponsor ribbons for all attendees from the firm
• Company logo on table cards and signage in the reception area
• Recognition at the conference as the Opening Cocktail Reception Sponsor in the printed *Final Program and Attendee Directory*, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Refreshment Break Sponsor – US $1,500**
• Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• Sponsor ribbons for all attendees from the firm
• Company’s logo on signage and table cards at the morning & afternoon breaks held in the Exhibition Hall
• Recognition at the conference as the Refreshment Break Sponsor in the printed Final Program and Attendee Directory, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Lanyard Sponsorship – US $3,000**

• Recognition as a Silver Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• One (1) full registration
• Sponsor ribbons for all attendees from the firm
• Lanyard with your company logo distributed to all attendees
• Recognition at the conference as the Lanyard Sponsor in the printed Final Program and Attendee Directory, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas

**Marketing Piece Insertion Sponsorship – US $2,000 (Unlimited Sponsors)**

• Recognition as a Bronze Sponsor on the Trademarks and the Changing Internet Landscape online brochure
• One-time use of the attendee mailing list (pre- or post- registration). Mailing list includes attendee name, company name and mailing address (no email addresses)
• 50-word description and logo with link to firm/company website on the online brochure
• Sponsor ribbons for all attendees from the firm
• The opportunity to include a piece of collateral or giveaway (some size and weight restrictions apply)
• Recognition at the conference as the Marketing Piece Insertion Sponsor in the printed Final Program and Attendee Directory, in the PowerPoint slide in the General Session, on the conference portal, and other designated areas
Hotel and Travel
Passports and Visas

All individuals from outside the United States require a valid passport to enter the United States. To determine if you also require a visa to enter the United States and the required documentation, please visit this website for more details.

Attention: Visa Waiver Program (VWP) Travelers to the U.S. Must Pre-Register for ESTA

The United States Department of Homeland Security requires residents of certain countries who wish to travel to the U.S. to register for the Electronic System for Travel Authorization (ESTA). The countries included are:

- Andorra
- Australia
- Austria
- Belgium
- Brunei
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Hungary
- Iceland
- Ireland
- Italy
- Japan
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Monaco
- Netherlands
- New Zealand
- Norway
- Portugal
- San Marino
- Singapore
- Slovakia
- Slovenia
- South Korea
- Spain
- Sweden
- Switzerland
- United Kingdom
- (England, Northern Ireland, Scotland and Wales)

For more information on the VWP, visit the following website.

If you plan on attending the Trademarks and the Changing Internet Landscape Conference, you will need to register for ESTA at least three (3) days prior to departure.

Learn more about ESTA by clicking on the links below.

- U.S. Customs and Border Protection and these FAQs.
- Visa Waiver Program Info
- Application for ESTA
Hotel

**Ritz-Carlton Philadelphia**

Ten Avenue of the Arts
Philadelphia, Pennsylvania 19102-2598
Phone: 215-523-8000

INTA has arranged a special meeting rate of: **US $225.00 single/double occupancy** for a deluxe king room per night (excluding state and local taxes).

To reserve your room, please use this website:


Alternatively, you may call 1-800-241-3333 to make your reservation. Inform the agent that you are booking a guest room for the “International Trademark Association” event and use the code **INAINAI**.

Reservations are accepted on a first come, first served basis until the room block is filled or no later than **Wednesday, February 13, AT 5:00 PM EST**, at which time reservations are accepted on a space and rate availability basis only. Additionally, please note the following important hotel lodging information:

- Your hotel reservation must be guaranteed with a major credit card
- You may cancel your reservation until 24 hours prior to your check-in day
- Check-in time is 3:00 pm; check-out time is 12:00 pm
- The hotel will reconfirm your departure when you check-in.
Ground Transportation

The Ritz-Carlton is 10 miles from Philadelphia International Airport. The ground transportation system at the airport is an extensive network of public transit, taxicab, shuttle, and limousine services. In addition, the airport offers SEPTA bus and regional rail service to downtown Philadelphia and points in between.

**Celebrity Worldwide Chauffeured Transportation**
US $97, 30 minutes travel time
+1-877-651-2800 Reservations Required.

**City Cab Company Inc.**
US $28-35, 30 minutes travel time
+1-215-492-6600

**Lady Liberty Transportation Company, Inc.**
Airport shuttle service
US $10, 30-45 minutes travel time
+215-724-8888

The shuttle runs every 10 -15 minutes from the airport, up to midnight and stops at all surrounding hotels.

**SEPTA**
Regional Rail Airport Line connects the airport with Center City. The one-way, cash only fare is US $7, 30 - 35 minutes travel time.

For more information, contact the Philadelphia International Airport at 215-937-6800 or [www.phl.org](http://www.phl.org).

If you are driving by car, valet is available and will cost US $49 a day.
In and Around Philadelphia

Philadelphia, a dynamic place where big city excitement meets hometown charm, awaits your arrival. Famous as the birthplace of life, liberty and the pursuit of happiness, the cradle of liberty offers much more than cobblestone streets and historical landmarks. Cultural, culinary, artistic and ethnic treasures abound in this city and its surrounding countryside. The fifth-largest city in the country, Philadelphia is a welcoming place, a city based on freedom of expression.

New and one-of-a-kind attractions, a wealth of art and culture, renowned performing arts companies, awe-inspiring architecture, a walkable downtown, seemingly endless shopping (with no tax on clothes) and a restaurant renaissance that has caught the world's attention all promise to create an unforgettable Philadelphia experience.

And, of course, the greatest concentration of American history can be found just blocks away at Independence National Historical Park, including the Liberty Bell and Independence Hall.

Climate and Dress

Philadelphia’s average high temperature in March is 51°F (10.5°C) and the average low temperature at night is 35°F (2°C).

The meeting encourages business casual attire. Meeting rooms are well air conditioned and the inside temperature might be slightly warmer or cooler than you find comfortable. Therefore, it is suggested that you dress in layers (light jackets and/or shawls are a good idea to have with you).
# Pricing and Policies

## Pricing

**Early Registration on or before Friday, February 8, AT 5:00 PM EST:**

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<td>Nonmember Tuition Assistance</td>
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<td>Student/Professor</td>
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**Registration after Friday, February 8, through Friday, February 22, AT 5:00 PM EST:**

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<td>Nonmember</td>
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<td>Government/Non-profit</td>
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<tr>
<td>Student/Professor</td>
<td>US $250</td>
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**After Monday, February 25, you will only be able to register onsite:**

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<tbody>
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<tr>
<td>Nonmember</td>
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<td>Government/Non-profit</td>
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</tr>
<tr>
<td>Student/Professor</td>
<td>US $250</td>
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</tbody>
</table>

*Tuition Assistance is available for persons whose household earns less than US $35,000 per year. To apply, email cle@inta.org. Tuition Assistance is not available after Monday, February 25.*

The registration fee includes access to the online meeting portal which includes course materials, attendee list and applicable conference printed materials.

Proof of government/nonprofit/academic status may be required. Contact customerservice@inta.org.
Policies

Attendee Directory

To be included in the online Attendee Directory, INTA must receive your registration by Monday, February 25, 2013.

Tuition Assistance

Tuition assistance may be available to eligible professionals on the basis of financial hardship. For more information and to apply, please request an application by sending an email to cle@inta.org.

Badges and Admittance

Only persons registered as full participants for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge that is unique to this conference. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges, may be subject to sanctions up to and including removal from the meeting and revocation of your INTA membership.

Cancellation and Refund Policies

Full refunds are issued only if a registration cancellation is received in writing by Friday, February 8, 2013. A cancellation received after that date is subject to a US $150 service charge. No refunds will be issued for this program after Friday, February 22, 2013 at 5:00 pm EST.

Please send your cancellation request to customerservice@inta.org.

A Note for Persons with Special Needs

Accommodations are provided for those with disabilities and special needs. If you have a special need or request, or are in need of auxiliary aids or services, please contact Paula Lee at plee@inta.org.

This INTA meeting will be conducted in English.
## Register

### How to Register

[www.inta.org/](http://www.inta.org/)

## Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Today</strong></td>
<td>Ensure that you have the proper travel documents for your travel to the United States. Reserve your hotel room, and begin to plan your travel arrangements.</td>
</tr>
<tr>
<td><strong>Friday, February 8, 2013</strong></td>
<td>Early bird registration fee expires.</td>
</tr>
<tr>
<td><strong>Friday, February 8, 2013</strong></td>
<td>Registration cancellation penalties begin.</td>
</tr>
<tr>
<td><strong>Wednesday, February 13, 2013</strong></td>
<td>Hotel reservation cut-off.</td>
</tr>
<tr>
<td><strong>Friday, February 22, 2013</strong></td>
<td>No refunds are given for registration cancellations after this date.</td>
</tr>
<tr>
<td><strong>Monday, February 25, 2013</strong></td>
<td>Advance (online) registration closes. After this date, you may only register onsite and your name will not be included in the online Attendee Directory.</td>
</tr>
<tr>
<td><strong>Friday, March 8, 2013</strong></td>
<td>The conference Registration and Information Desk opens at 8:30 am. Plan to arrive in time to register before the conference begins</td>
</tr>
</tbody>
</table>
Frequently Asked Questions

Where and when is the event?

The meeting begins at 9:30 am on Thursday, March 7, 2013 and concludes at 4:00 pm on Friday, March 8, 2013. It will be held at the following location:

**The Ritz-Carlton, Philadelphia**

Ten Avenue of the Arts

Philadelphia, Pennsylvania 19102 USA

+215- 523-8000


How do I register?

To register for this conference, go to [https://applications.inta.org/apps/ecommerce2/product/?id=2116](https://applications.inta.org/apps/ecommerce2/product/?id=2116).

How much does it cost?

**Early Bird Registration—on or before FRIDAY, February 8:**

<table>
<thead>
<tr>
<th>Type</th>
<th>US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>775</td>
</tr>
<tr>
<td>Non-member</td>
<td>975</td>
</tr>
<tr>
<td>Government</td>
<td>475</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>475</td>
</tr>
<tr>
<td>Student/Professor</td>
<td>250</td>
</tr>
</tbody>
</table>

**Standard Registration—after FRIDAY, February 8, through FRIDAY, February 22:**

<table>
<thead>
<tr>
<th>Type</th>
<th>US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>875</td>
</tr>
<tr>
<td>Non-member</td>
<td>1,075</td>
</tr>
<tr>
<td>Government</td>
<td>475</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>475</td>
</tr>
<tr>
<td>Student/Professor</td>
<td>250</td>
</tr>
</tbody>
</table>

**Onsite Registration—after Monday, February 25, registrations will be processed onsite at the meeting:**
What are the registration categories?

- **Standard Member**
  All employees of an INTA member organization are considered INTA members and are eligible for this registration category. To check your organization’s membership status, contact Customer Service at +1-212-642-1700 or customerservice@inta.org. Please note that membership is location-specific.

- **Standard Non-member**
  If you are not a member or do not wish to become an INTA member, you must register using this category.

- **Non-profit**
  Please contact customerservice@inta.org.

- **Government**
  Please contact customerservice@inta.org.

- **Student/Professor**
  Please contact customerservice@inta.org.

How do I become an INTA member?

Join and save on the conference registration fee for this event and other INTA events around the world (this discount applies to all individuals at your location). An online membership enrollment form is available at www.inta.org/go/membership; please note that membership is organization- and location-specific. Once your membership application is confirmed, you will receive your member username and password; you can then register for the meeting at the member rate.

How do I register as a non-member?

You will need to create a non-member username and password. The online registration form will prompt you to do this. Once you have your username and password, please proceed with completing the details required in the online form.
What are the payment options?

Credit card payment and check payments are the only pre-meeting payment options. INTA registration fees are processed in US Dollars; the amount charged to your card will vary according to the currency exchange rate. Onsite registration is accepted via credit card, cash or check payments.

Will I receive a confirmation?

Yes. As soon as you make the online payment, you will receive a confirmation. Please present the printed confirmation when you register onsite at the meeting. If you are making a payment onsite, you will receive a confirmation immediately.

Will I receive an invoice?

To request an invoice, please write to customerservice@inta.org, citing your registration confirmation number.

What is the cancellation and substitution policy?

Full refunds are issued only if a cancellation is received in writing by February 8. A cancellation received after that date is subject to a US $150 service charge. Because of printing and hotel charges incurred by INTA, no refunds will be issued for this program after Friday, February 22, 2012. Please send your cancellation / substitution request to customerservice@inta.org.

How do I reserve a hotel room?


Alternatively, you may call 1-800-241-3333 to make your reservation. Inform the agent that you are booking a guest room for the “International Trademark Association” event and use the code INAINAI.

How can I become an official conference sponsor?
For information on INTA sponsorship opportunities for this and other INTA programs, please contact Paula Lee, CMP at plee@inta.org or +1-212-642-1721.

Contact Information

Membership Information
lcastle@inta.org

Meeting and Sponsorship Information
plee@inta.org

Registration Queries
customerservice@inta.org