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International Trademark Association

**Item 7 Applications requesting inclusion in the list provided for in rule 77 of the
rules of procedure of the Board.**

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Statement by the International Trademark Association (INTA)

Chairs,
Excellencies,
Ladies and Gentlemen,

It is with great pleasure that the International Trademark Association (INTA) is joining the UNCTAD's NGO family.

INTA 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. Members include more than 7,200 trademark owners, professionals, and academics from 191 countries, who benefit from the Association's global trademark resources, policy development, education and training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and representatives in Geneva and New Delhi.

To achieve its mission, INTA's 2018-2021 Strategic Plan has these overarching objectives: 1) Promote the Value of Trademarks and Brands, 2) Reinforce Consumer Trust and 3) Embrace Innovation and Change.

INTA witnessed a particular strong interest from policymakers to be better informed and trained on trademarks, anticounterfeiting policies and methods, and indigenous rights as a tool for sustainable economic development, empowerment of local communities and harmonization to respond to the needs of innovators and brand owners.

INTA is mindful of the tremendous efforts of UNCTAD in facilitating trade, investment, finance, and technology as vehicles for inclusive and sustainable economic development.

INTA also notes with importance your UNCTAD's willingness to develop vital partnerships and closer cooperation with the private sector and civil society. It is with these strategic interests that INTA is looking forward to working hand in hand with UNCTAD through various formats, including educational activities, workshops, policy dialogues, and participation to INTA's Annual Meeting.

The INTA Annual Meeting is the largest and most influential gathering of brand owners and IP professionals from around the world and from across industries, and provides government officials, practitioners, and private sector representative an opportunity to benchmark and share best practices. The 141st INTA Annual Meeting will take place May 18-22, 2019 at the Boston Convention and Exhibition Center in Boston, Massachusetts, USA; the 142nd Annual Meeting is scheduled for April 25-29, 2020 in Singapore.

Given INTA's global expertise and diverse membership base, we stand ready to advise and collaborate on matters facilitating the harmonization of the international trading system, enforcement of IP rights, and the protection of consumers.

We thank UNCTAD for being an inclusive platform where all stakeholders have the opportunity to interact while learning from each other.
