



United Nations Conference on Trade and Development

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Trade and Development Board

Sixty-seventh executive session

Geneva, 13 and 14 December 2018

Item 7 of the provisional agenda

Other business

Application from International Trademark Association

Note by the UNCTAD secretariat

Executive summary

The UNCTAD secretariat has received an application from International Trademark Association requesting its inclusion by the Trade and Development Board in the list provided for in rule 77 of the rules of procedure of the Board.

Having reviewed the information provided, the secretariat is of the opinion that, subject to the concurrence of the Bureau of the Board, International Trademark Association may be classified in the general category under the provisions of paragraph 12 (a) of Board decision 43 (VII).

The Board may wish to take action on the above-mentioned application at its sixty-seventh executive session.

Information on from International Trademark Association is annexed to this note.



Annex

Background information on International Trademark Association

History and scope

1. The International Trademark Association is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property to foster consumer trust, economic growth, and innovation. Headquartered in New York City, United States of America, the Association also has offices in Brussels; Santiago; Shanghai, China; Singapore and Washington D.C., and representatives in Geneva, Switzerland and New Delhi.

2. The Association was founded in 1878 by 17 merchants and manufacturers who saw a need for an organization to protect and promote the rights of trademark owners, secure useful legislation and give aid and encouragement to all efforts for the advancement and observance of trademark rights.

3. As a not-for-profit association, its scope is to serve its members and society as a trusted and influential advocate for the economic and social value of brands. To fulfill this role, the Association focuses on the following strategic directions:

- (a) Promoting the value of trademarks and brands;
- (b) Reinforcing consumer trust;
- (c) Reinforcing trademarks as sources of information and brands as promises of delivery;
- (d) Communicating the contribution of brands to economies and society;
- (e) Promoting brand equity;
- (f) Embracing innovation and change;
- (g) Evaluating changes as a result of technology, innovation, and evolving consumer needs and values;
- (h) Educating members on the impact of innovation, technology, and change on brands;
- (i) Providing innovative, valuable services to members.

4. The Association will follow these strategic directions through global advocacy, communication, education and networking opportunities via its offices and representatives worldwide and its membership in 187 countries.

Aims and objectives

5. The objectives of the Association are as follows:

- (a) To support and advance brands, trademarks, and related intellectual property, as elements of fair and effective commerce,
- (b) To protect the interests of the public with respect to the uses of brands, trademarks and related intellectual property,
- (c) To promote the interests of the members of the Association and of brand and trademark owners in the uses of their brands, trademarks and related intellectual property;

(d) To obtain, collect, and disseminate information concerning the creation, use, registration, protection, and enforcement of brands, trademarks and related intellectual property throughout the world;

(e) To implement the goals for the Association as set forth in its strategic plan.

Membership

6. The Association's member organizations represent some 31,000 trademark professionals and include brand owners from major corporations, as well as small and medium-sized enterprises, law firms, academia and government agency members.

Structure

7. The International Trademark Association is led by a board of directors composed of up to 36 representatives of member organizations. The board elects several officers and employs a chief executive officer and professional staff, who work with the board and member volunteer committees to implement the Association's strategic plan.

8. The annual meeting of the board of directors is held following the annual meeting of members of the Association. Regular meetings of the board of directors are held without notice if the time and place are fixed by the board or president. Special meetings of the board are held upon notice to the board.

9. The 140th annual meeting of the Association was held in Seattle, Washington, United States on 19–23 May 2018. The next annual meeting will take place in Boston, Massachusetts, United States on 18–22 May 2019.

10. The membership of the 2018 Board of Directors is provided in the following table:

<i>Name</i>	<i>Nationality</i>	<i>Term</i>
Tish L. Berard	United States	2018–2019
David Lossignol	France	2018–2019
Ayala Deutsch	United States	2018–2019
Tiki Dare	United States	2018–2019
ZeegerVink	The Netherlands	2018–2019
Jomarie Fredericks	United States	2018–2019
Anna Carboni	United Kingdom of Great Britain and Northern Ireland	2018–2019
Etienne Sanz de Acedo	Spain	
Bruce Macpherson	United States	
Randi Mustello	United States	
Sheila Francis	United States	
Michael Lindsay	United States	
Sarah O'Connell	United States	
Peg Reardon	United States	
Andrew Schechter	United States	
Carol Steinberg	United States	

<i>Name</i>	<i>Nationality</i>	<i>Term</i>
Debbie Cohn	United States	
Lori Schulman	United States	
Seth Hays	United States	
Jose Luis Londono	Colombia	
Hélène Nicora	France	
Tat-Tienne Louembe	Democratic Republic of the Congo	

Finance

11. Sources of revenues of the International Trademark Association are membership dues, annual meeting registration, exhibits, sponsorship, advertising and excursions; forums and other meetings; revenue for all other education department events; publications, revenue from legal resources publications, trademark reporter royalties and membership directory listing; interests and dividends.

12. The audited financial statement of the Association for the year ended 31 December 2015, 2016 and 2017 is provided in the following table, in United States dollars.

	<i>2015</i>	<i>2016</i>	<i>2017</i>
Revenues			
Membership dues	5 428 047.00	6 838 096.00	7 223 675.00
Annual meeting	11 444 948.00	12 138 123.00	12 013 040.00
Forums and other meetings	1 679 624.00	2 279 678.00	2 310 208.00
Insurance proceeds	0.00	329 624.00	48 093.00
Membership directory	213 461.00	237 694.00	0.00
Publications	43 686.00	55 976.00	254 586.00
Interest and dividends, net of fees of USD 44 497.00	536 221.00	416 505.00	418 995.00
Total revenues	19 345 987.00	22 295 696.00	22 268 597.00
Expenses			
Programme services	15 836 623.00	17 463 075.00	19 724 617.00
Administration	2 326 012.00	2 688 503.00	2 629 705.00
Total expenses	18 162 635.00	20 151 578.00	22 354 322.00
Change in net assets before realized and unrealized gain on investments	1 183 352.00	2 144 118.00	-85 725.00
Realized and unrealized gain on investments	-1 639 647.00	951 789.00	2 716 454.00
Change in net assets	-456 295.00	3 095 907.00	2 630 729.00
Net asset, beginning of year	17 719 770.00	17 263 475.00	20 359 382.00
Net asset, end of year	17 263 475.00	20 359 382.00	22 990 111.00

Relations with other international organizations

13. The Association holds consultative status with the Economic and Social Council of the United Nations.

Publications

14. The Association issues the following publications:

- (a) Bulletin, available at www.inta.org/INTABulletin/Pages/INTABulletin.aspx;
- (b) Annual Report, available at www.inta.org/AnnualReports/Documents/2017-INTA-Annual-Report.pdf;
- (c) Global Report, available at www.inta.org/GlobalReport/Documents/GlobalReport_May_2018.pdf;
- (d) Impact studies, available at www.inta.org/Communications/Pages/Impact-Studies.aspx.

Liaison

15. Liaison with UNCTAD will be carried out by the following officials:

Mr. Tat-Tienne Louembe
Representative Africa, Middle East and Intergovernmental Organizations
Email: tlouembe@inta.org

Mr. Bruce MacPherson
Chief Policy Officer
International Trademark Association
Email: bmacpherson@inta.org

Address

16. Headquarters/legal address:

International Trademark Association
655 Third Avenue, 10th Floor
New York, NY 10017-5646
United States of America
Phone: 1 212 642 1740
Fax: 1 212 768 7796
Website: www.inta.org

Language

17. The working language of the International Trademark Association is English.
