



# **International Trademark Association Presentation to National Association of Secretaries of State**

**Jennifer McDowell  
INTA  
Washington, DC**

# International Trademark Association (INTA)

Global association of brand owners and  
trademark professionals

***7200 members***

***187 different countries***

***INTA members in every US state***



Through advocacy, outreach, programs  
& online engagement



# INTA's Engagement With NASS

- INTA has provided technical assistance about business names and trademarks that can be used in every state
- Summary document and FAQ's developed by INTA's members available on NASS website:
  - <https://www.nass.org/business-services/business-names-and-trademarks>

# Supreme Court Rules in Trademark Cases: How Does this Impact the States?

- INTA files amicus briefs (friend of the court)
  - INTA's advocacy before courts reiterates INTA's positions on key issues, formulated through INTA's Board resolutions.
  - Amicus briefs are used to help inform the court with insight or clarification that could be useful to judges as they hear cases and issue decisions
  - INTA is not a party to these cases and does not financially support parties
- Key INTA Mission and Advocacy in the United States
  - Support trademarks and related intellectual property to foster consumer trust, economic growth, and innovation
  - United States Federal Trademark Law is codified in the Lanham Act

# Recent Effects From Supreme Court Decisions

- As a result of the court's decision, the federal trademark registration is maintained.
  - Federal trademark rights are granted by the United States Patent and Trademark Office (USPTO).
- The USPTO has developed updated Trademark Examination guides to help trademark examiners review applications following recent court decisions.
  - <https://www.uspto.gov/trademark/guides-and-manuals/trademark-examination-guides>
- State law governing state trademark registration is determined by state legislatures and state courts.
  - State trademark registration does not provide the same protection as federal trademark rights which are governed by the Lanham Act (federal law) and federal trademark registrations are determined by the USPTO.



International  
Trademark  
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Thank you!