



International Trademark Association
Representing Trademark Owners Since 1878

March 23, 2010

President Barack Obama
The White House
1600 Pennsylvania Avenue N.W.
Washington, DC 20500

Dear President Obama:

The International Trademark Association (INTA), a not-for-profit membership association of more than 5,600 trademark owners and professional firms, applauds the strong commitment of your Administration to the protection of intellectual property, including your support for the proposed Anti-Counterfeiting Trade Agreement (ACTA), as set forth in your address before the Export-Import Bank on March 11, 2010.

INTA agrees that a strong economic future, including sustained job growth, will only be achieved when coupled with an aggressive protection of intellectual property globally. Nor is this solely an economic or business issue. Counterfeit products, such as fake pharmaceuticals, electrical devices and critical technology components, pose serious risks to the health and safety of consumers and to national security.

ACTA can have a significant impact in fighting counterfeiting, a problem that exists globally and affects all national economies, and INTA supports the efforts by the United States and its negotiating partners who are working on this important initiative. Further, INTA believes that the growth and support for the office of the new Intellectual Property Enforcement Coordinator (IPEC) is crucial for the improvement of anti-counterfeiting enforcement efforts. INTA looks forward to working with the IPEC as the Joint Strategic Plan for Intellectual Property Enforcement is implemented and to continuing its cooperation with the U.S. Patent and Trademark Office (USPTO), Customs and Border Protection, the office of the U.S. Trade Representative and the other agencies in the Administration addressing intellectual property protection.

Thank you for your leadership on behalf of the businesses and consumers who rely on the development and protection of intellectual property.

Sincerely,

Heather Steinmeyer
President

Alan Drewsen
Executive Director