

## **INTA Fact Sheet Guidelines**

### **1. What are INTA Fact Sheets?**

INTA Fact Sheets are intended to help answer basic questions about trademarks and related topics. Fact Sheets cover a wide variety of topics, under the following headings: Introduction to Trademarks; Selecting and Registering a Trademark, protecting a Trademark, Types of Protection, Maintaining a Registration, Assignments, Licenses and Valuations, Domain Names and the Internet; and Cross Border Topics.

Fact Sheets provide brief answers to basic questions for the non-trademark specialist in an easily accessible FAQ format. Members are permitted to provide copies of individual Fact Sheets to clients in response to their queries.

### **2. Who is the audience for INTA Fact Sheets?**

Certain Fact Sheets are available for public use, while access to others is restricted to members. Public use Fact Sheets are geared toward non-lawyers, including business owners and in-house marketing teams, while member Fact Sheets are geared more toward junior trademark practitioners and non-trademark specialists seeking basic information about a particular area of trademark or related law. Public Fact Sheets should not use legal jargon. Member fact sheets are intended to give our members a brief overview of a topic from a legal perspective, so can include a little jargon if necessary.

### **3. What is the proper format for an INTA Fact Sheet?**

INTA Fact Sheets typically consist of a series of questions and answers relating to a particular topic. Fact Sheets aim to provide basic information about trademarks and related topics. To that end, Fact Sheets should be presented in the form of clear and direct questions about a specific topic, followed by concise answers to those questions. The questions form the headings of the document, each followed by the answer, which consists of one or more short paragraphs. This guideline document mirrors the format of a fact sheet: Free Trade Zones, which can be found under the Cross Border Topics

### **4. How long should an INTA fact sheet be?**

INTA Fact Sheets vary in length from approximately 350 to 1,500 words (i.e., from one to four pages), depending on the topic and complexity.

### **5. What kind of topics can be covered by INTA Fact Sheets, and can they be jurisdiction specific?**

Fact Sheets cover a wide variety of topics and issues involving trademarks and related intellectual property issues that are applicable in most jurisdictions. Fact Sheets also cover Cross Border Topics. Fact Sheets are not intended to provide a summary of statutes or case law, but rather to provide an overview of the topic or issues covered.

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