

World Summit on the Information Society (WSIS)+20 IMSB Meeting

Monday, 8 December 2025, 7 am – 10 pm EST

Intervention of INTA

Presented by Lori Schulman, Senior Director, Internet Policy

The International Trademark Association (INTA) thanks the Co-Facilitators, His Excellency, Mr. Ekitela Lokaale, Permanent Representative of the Republic of Kenya to the United Nations, and Her Excellency, Ms. Suela Janina, Permanent Representative of the Republic of Albania, and their team for organizing the Informal Multistakeholder Sounding Board (IMSB) and providing the opportunity for open consultation. We also thank the WSIS +20 Secretariat, UNDESA, for providing the WSIS+20 process updates and for its strong support of the Internet Governance Forum (IGF) over the years.

We appreciate this opportunity to intervene on behalf of our more than 6,600 member organizations from 182 jurisdictions. These organizations represent nearly 38,000 professionals, including brand owners from major corporations, small- and medium-sized enterprises, law firms, and nonprofits. Our INTA community also includes government agency members, professors, and law students. We support the multistakeholder process that has been characterized by the WSIS process since its inception and now provides for the many inputs made by government institutions, the private sector, civil society, the technical and academic communities in the course of the preparatory process for the WSIS+20 review and, as noted above, many of whom are affiliated with the INTA through its diverse membership.

In reviewing Rev 2 of the WSIS Outcome Document, we provide the following observations and suggestions:

In General: We support the recognition of digital development and digital inclusion as critical instruments in enabling progress towards the Sustainable Development Goals and reaffirm the importance of cooperation to ensure that the benefits of digital innovation are fairly distributed and do not exacerbate existing inequalities or impede the full achievement of sustainable development. We also recognize the need for “an open, fair, and non-discriminatory environment” to foster the development of new technologies and modes of equitable access to them including compensation of the fruits of one’s labour. With these principles in mind, we are pleased to see recognition of Intellectual Property Rights (IPR) as a driver toward digital cooperation. IPRs are key to creating environments that provide the opportunities for entrepreneurs and innovators, especially SME’s and women-owned businesses, to reap the benefits of their new products, services. At the same time, they foster open, inclusive, and safe digital spaces by providing the opportunity to locate and hold accountable those who create new technologies and the services that emanate from them. The ability to profit from and be held accountable for inventions, goods and service, and creative works fosters prosperity and the means for a sustainable future.

To that end, we offer the following suggested text:

Insertion between current text of Paragraph 30 and 31: We emphasize that the recognition of intellectual property rights and harmonised exceptions are essential for enabling creators, innovators, and enterprises — including micro, small and medium enterprises (MSMEs) — to participate meaningfully in global value chains, attract investment, and scale digital and creative offerings.

Insertion (after or) within Paragraph 38: We encourage Member States to adopt and implement Intellectual Property Rights (IPR) frameworks that enable creators to derive fair benefit from their works, while also promoting public interest through balanced exceptions and limitations for education, cultural heritage, and access for persons with disabilities and underserved communities.

Insertion at the end of Paragraph 48: We further recognize that robust, balanced and internationally compatible intellectual property rights (IPR) frameworks play a foundational role in promoting innovation, creative output and allow creators to reap the benefits of their labour— a recognized human right. We encourage Member States to adopt and enforce IPR legislation and

draft National IPR policies in line with international standards, and to build institutional capacity to support rights-holders, while safeguarding access to knowledge through appropriate exceptions and limitations to support public interest, education, and inclusive access.

Insertion after Paragraph 124: At the same time, we recognize that digital public goods and open digital content represent just one model for driving innovation, inclusion, and access. We reaffirm that alternative models — including commercially developed, IP-protected digital solutions and services — also have a legitimate and significant role in the Information Society. We encourage Member States and stakeholders to support a diversity of models (open, proprietary, hybrid) and to ensure that regulatory and financing frameworks do not unduly favour only open source but also respect and incentivize privately developed innovations that contribute to development, creativity, and digital inclusion.

We thank you for your consideration of our suggestions and look forward to the UNGA Meetings taking place on next week in New York on December 16th and 17th.