

Request for Proposal Touch Screen Content Development

August 27, 2013

Introduction

The International Trademark Association (INTA) launched the Unreal Campaign, a consumer awareness campaign which aims to educate high school students on the importance of buying genuine products (as opposed to counterfeit goods), in the spring 2012. The Unreal Campaign reaches students through classroom visits, student engagement session events and online media. The Campaign also creates collaterals and activities that are of interest to students.

One of the activities and collaterals is an interactive educational game placed on a touch screen whereby students compare pictures of products and guess which one is real and fake. The game also provides additional facts and tips about counterfeit and genuine products. The game has also been used at exhibitions and conferences with adult attendees and has been met with enthusiasm.

To assist the association with this initiative, the Unreal Campaign is looking to engage a comprehensive touch screen application service to:

1. Handle the design and development of a interactive, fun and easy to use touch screen application for the purpose of educating teens on the dangers of buying counterfeit goods which will allow users to:
 - Identify and select, by way of photo comparison the ‘genuine’ v ‘fake’ product
 - Showcase at least 10 different photo comparisons to select from.
 - Allow for a random counterfeiting fact to pop up after the user has made a selection in-between each slide or photo comparison.
 - Take a multiple choice quiz at the end of the section
 - View the their score/results at the end
2. The application created for a touch screen should also have downloading capabilities on:
 - Tablet devices
 - Smart phones
 - Our website
3. Back end access to the application should be made available if possible for our internal use in performing updates as necessary.

As mentioned above, the campaign’s brand and key messages must resonate well with 14-18 year olds. The goal of the campaign is to ensure that the target demographic receives information about and understands the dangers and risks involved in purchasing counterfeit goods.

About Trademarks and Counterfeiting

Trademarks, often known and used as brand names, are a part of everyday life. The main purpose of a trademark is to enable customers to recognize the goods or services as originating from a particular source. By acting as indicators of source, trademarks promise a consistent level of quality and communicate other information that helps the consumer to make his or her purchasing decision.

Counterfeiting is the most extreme form of trademark infringement¹. Counterfeit products include luxury clothing and accessories, food and beverages, pharmaceuticals, automotive parts, electronics, batteries, military components, among others. Purchasing counterfeit goods poses serious social, health and economic risks to consumers and other harms to legitimate brand owners, governments and society as a whole. For example, counterfeiting activities have been linked to criminal and terrorist organizations and, therefore, also create national security risks.

About INTA

INTA is a global association of more than 5,900 trademark owners and professionals from more than 190 countries. INTA supports and advances trademarks and intellectual property as elements of fair and effective global commerce. The Association was founded in 1878 and is headquartered in New York with offices in Shanghai, Brussels and Washington D.C., and has representation in Mumbai and Geneva. For more information, please visit our website at www.inta.org

About Unreal Campaign

The Unreal Campaign is INTA's consumer awareness program that aims to educate high schools students about the dangers of counterfeiting and the importance of trademarks. Unreal is a multi-year initiative that will outreach to teens through direct school engagement with brand owners and enforcement authorities and through hands-on activities and online interactive exercises.

Response Requirements

Interested touch screen development service companies should respond by **September 9, 2013**.

All proposals must provide the following information:

- I. Company information
 1. Legal name of the company responding to this request for proposal
 2. Overview of your company, its history and expertise

¹ Counterfeiting and piracy are not synonymous: counterfeiting is a trademark infringement while piracy is a copyright infringement.

3. List of clients and references
4. Company's mailing and physical address
5. Tax ID number
6. Company organization chart
7. A contact at your company including his/her name, phone number, email address and fax number

II. Proposed Services

1. Detailed description on the approach you would take to develop INTA's Unreal Campaign's touch screen application suited for our teen demographic of 14-18 year olds.
2. In-house demo

III. Timeline

1. Provide a detailed timeline on all phases of the research and implementation stages

IV. Budget

1. Provide a detailed budget proposal for costs associated in creating this application which include:
 - a. Unreal Campaign's logo
 - b. HTMLs
 - c. Graphics
2. Budget proposal should be suitable for a not-for-profit organization.

V. Other

Please feel free to provide other suggestions as to how the Unreal Campaign might accomplish the goal of creating a touch screen application for national and eventually international use.

Deadline

INTA's Unreal Campaign must receive all proposals by **5:00 p.m. US EDT on September 9, 2013**. The Unreal Campaign will not accept late submissions. Proposals may be submitted via email or mail to the following contact:

Sharón R. Aguayo
External Relations Assistant
International Trademark Association (INTA)
655 Third Avenue, 10th Floor
New York, NY 10017-5617 USA
Email: saguayo@inta.org

All firms will be contacted by September 13, 2013. A select number of firms will be invited to present their proposals and demos to INTA on September 23-27, 2013. The contract is tentatively scheduled to start in January of 2014.

For more information or questions, contact Sharón R. Aguayo at saguayo@inta.org.