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Girl Scouts of Greater Los Angeles and the International Trademark Association Collaborate to Promote Authenticity and Entrepreneurship

LOS ANGELES, CA, December 2, 2020 – Girl Scouts of Greater Los Angeles (GSGLA) and the International Trademark Association (INTA) are proud to announce the Unreal Campaign x GSGLA, a new patch program to promote the value of authenticity, entrepreneurship, and the importance of trademarks and brands.

The new limited-edition patch program will launch on December 2, 2020, during a “Seeking Authenticity” virtual event co-hosted by the two organizations. Girl Scouts can earn the patch through December 2, 2021.

Created by INTA and supported by Amazon, Inc., the Unreal Campaign patch program aims to educate young consumers about the dangers of purchasing counterfeit products and the importance of trademarks and brands. It builds on INTA’s ongoing Unreal Campaign, which began in 2012 and mostly informs young consumers through onsite and virtual presentations to students. This patch program marks the first collaboration with the Girl Scouts.

“Brand-awareness is high among young consumers. However, more can be done to educate young people about the important role of trademarks and related-intellectual property (IP) in their daily lives. Likewise, entrepreneurs often do not prioritize their IP early enough in their business venture,” said INTA President Ayala Deutsch. “INTA is pleased to partner with Girl Scouts of Greater Los Angeles around this creative program. It’s an opportunity to empower the next generation of consumers and entrepreneurs and encourage future leaders to understand the value of trademarks and brands.”

Girl Scouts of Greater Los Angeles will bring a girl-focused perspective to the program, tying together the importance of empowering the next generation of entrepreneurs to be smart consumers and encouraging future leaders on being authentic, themselves.

“A foundational piece of the Girl Scout Leadership Experience is building real-world life and business skills that prepare girls to empower themselves for a lifetime of leadership. More than half (53 percent) of female entrepreneurs and business owners are Girl Scout alums, so partnerships with brands like INTA and Amazon, Inc. that lead to innovative programming are not only exciting to girls, but create a stronger workforce of the future,” said GSGLA CEO, Theresa Edy-Kiene. “The Girl Scouts of today are the leaders of tomorrow, and with the launch of *The Unreal Campaign x GSGLA* she will add another chief skillset to her leadership repertoire.”

In working to reduce the proliferation of counterfeit products worldwide, the program will encourage young consumers to make conscious e-commerce decisions and research the ethical standards behind their purchases. This patch program will encourage girls to tap into their inner entrepreneur and learn

what it takes to create and protect their own brand and IP rights, including trademarks and related rights.

The *Unreal Campaign x GSGLA* curriculum will ask girls to discover what it means to create a brand and connect this learning to the importance of authentic products. Girls will be able to take action as informed consumers who advocate respecting the creation of others and saying “no” to fake products. The innovative patch program will help girls pursue their entrepreneurship interests while building essential personal brand development skills.

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About Girl Scouts Los Angeles

Girl Scouts of Greater Los Angeles (GSGLA), a 501(c)(3) nonprofit, serves nearly 44,000 girls in partnership with more than 21,000 adult members and volunteers throughout the communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. GSGLA is the largest girl-serving nonprofit agency in Los Angeles, with programs in entrepreneurship, life skills, outdoor, and STE(A)M. To join, volunteer, or support, visit [GirlScoutsLA.org](https://www.girlscoutsla.org) or call 213-213-0123.

About INTA

The International Trademark Association (INTA) is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property (IP) to foster consumer trust, economic growth, and innovation. Members include nearly 6,500 organizations, representing more than 34,350 individuals (trademark owners, professionals, and academics) from 185 countries, who benefit from the Association’s global trademark resources, policy development, education and training, and international network. Founded in 1878, INTA is headquartered in New York City, with offices in Brussels, Santiago, Shanghai, Singapore, and Washington, D.C., and a representative in New Delhi. For more information, visit [inta.org](https://www.inta.org).

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