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Here are a couple of excerpts from the report over at The Los Angeles Times which reveal all of the details about this change: The film “Captain America: The First Avenger” will have its title truncated to, simply, “The First Avenger” in those three overseas markets, according to Marvel Studios insiders. The choice was made by Marvel, Paramount Pictures’ international team and distributors in those three countries based on market research results. Those involved in the decision are being careful to frame the move as a matter of brand management and consumer awareness and not as a decision tilted by cultural or political winds. In private, Marvel insiders said that early on in the project’s planning there was talk that the title might need to be changed in numerous international markets but that there was a “pleasant surprise” — the brand recognition of the comic-book superhero was so strong that it overrode those