

PURCHASE YOUR PASS



# <sup>21st</sup> Anti-Counterfeiting & Brand Protection

## WINNING THE WAR AGAINST COUNTERFEIT!

January 28-30, 2019  
The Argonaut Hotel, San Francisco, CA



EARN UP  
TO 20 CLE  
CREDITS



Dear Colleagues,

In today's price-competitive and technology-savvy marketplace, almost every brand is an equal-opportunity target for counterfeiters on a global level. The fight to reduce the impact of trademark infringement, piracy and counterfeiting on your brand continues.

Given the ever-evolving capabilities that the Internet affords counterfeiters, no longer can you focus your anti-counterfeiting efforts exclusively on border controls and brick & mortar illicit activities. Rather, you must develop a collaborative, multi-disciplined approach involving a wide variety of IP and brand-protection thought leaders, in-house and outside Counsel, and investigation experts.

At IQPC's 21st Anti-Counterfeiting & Brand Protection Summit, you will obtain the latest invaluable insights from a cross-industry group of brand leaders, law enforcement officials, and legal counsel. You'll come away with a clear understanding of how to effectively fight the never ending counterfeiting and piracy war in 2019 and beyond.

Register today and take advantage of the latest case studies, panel discussion, interactive workshops that will provide practical strategies and insights to better protect your brand.

I look forward to seeing you in San Francisco this January!

Best,



**Carlene Lawrence-Mack**  
Program Director  
IQPC

*Take full advantage of this summit and register for an All-Access conference package that includes Main Conference Day 1 & 2 sessions and the three interactive Workshops!*

## ADVISORY BOARD



**Angelo Mazza**  
President, **IACC Foundation & Partner,**  
**IP Counsel, Gibney, Anthony & Flaherty, LLP**



**Becky Unruh**  
IP Attorney  
**Western Digital**

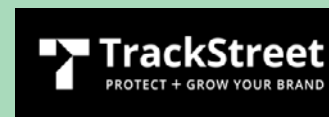


**Kevin Scott**  
Manager, Global Beauty & Grooming  
Business Development  
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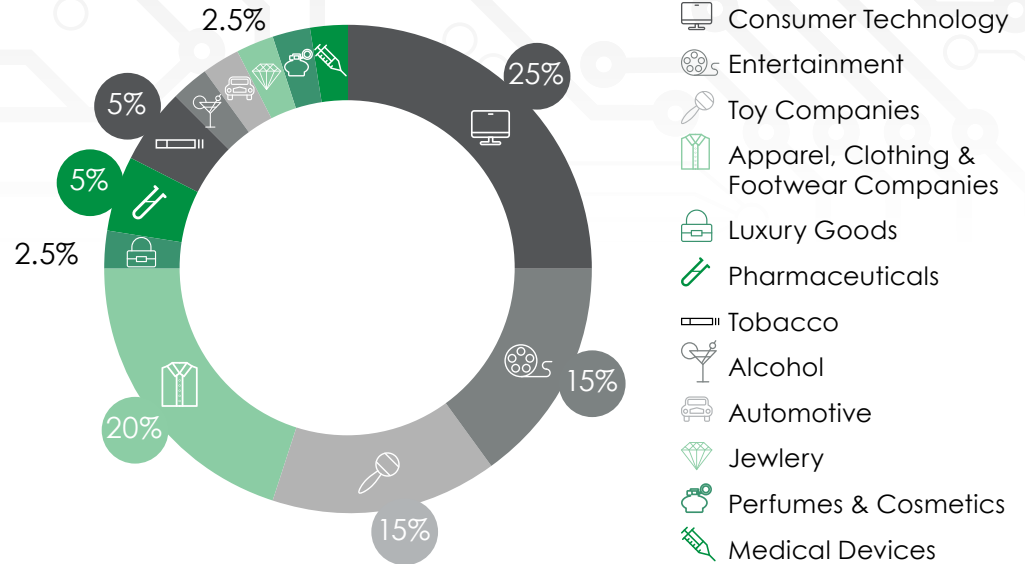




## A TRULY CROSS-INDUSTRY EVENT!

Each Year, ACBP attracts Senior Vice Presidents, Vice Presidents, Directors, Senior Managers of:

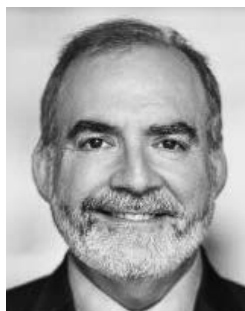
- Anti-Counterfeiting Brand Protection,
- Brand Management
- Investigation
- Legal Affairs
- Trademark
- Corporate Security
- Enforcement
- Global Security
- Litigation
- As well as:
- IP Counsel
- Associate General Counsel
- Corporate/In-House Counsel
- General Counsel
- Chief Trademark
- Counsel
- Chief Legal Officer



## PAST ATTENDEES INCLUDE:



# INDUSTRY THOUGHT LEADERS



**CONFERENCE  
CHAIRPERSON**  
**Lorne M. Lipkus**  
Chair of the  
Education and  
Training Committee  
of the **Canadian  
Anti-Counterfeiting  
Network (CACN)**,  
Partner, **Kestenberg  
Siegal Lipkus, LLP**



**KEYNOTE**  
**Casey Schwab**  
VP, Business & Legal  
Affairs  
**NFLPA | NFL Players  
Inc.**



**Russ Jacobs**  
Director,  
Corporate  
Counsel  
Intellectual  
Property  
**Starbucks Coffee  
Company**



**Charles  
Olschanski**  
CFE, CFI,  
Senior Director,  
Investigations  
Services  
**Tiffany &  
Company**

**Suchi Somasekar**  
Trademark  
Counsel  
**Western Digital**



**Susan Gorsuch**  
Task Force  
Commander  
**California  
Department of  
Justice, Bureau of  
Investigation**



**Dan McKinnon**  
Head of Global  
Brand Protection  
**New Balance**



**Sabrina  
Kajogbola**  
Assistant Special  
Agent in Charge,  
**Ice-Homeland  
Security  
Investigations (HSI  
San Francisco)**



**David Lipkus**  
Chair of the  
Canada sub-  
committee of  
the **INTA Anti-  
Counterfeiting  
Committee**,  
Partner –  
**Kestenberg Siegal  
Lipkus, LLP**



**Angelo Mazza**  
President  
**IACC Director – US  
Training & Partner,  
IP Counsel,  
Gibney, Anthony  
& Flaherty, LLP**



**Denise Mosteller**  
Senior Manager,  
Brand Protection  
**Implus**



**Becky Unruh**  
IP Attorney  
**Western Digital  
Implus**



**Julien Dudouit**  
Global IP Brand  
Manager, Legal  
- Intellectual  
Property  
Department  
**Ebay**



**Bob Amiano**  
NA Sales Director,  
Global Brand  
Protection  
**Duracell – A  
Berkshire  
Hathaway  
Company**



**Gina Fong**  
Business Tax  
Administrator III  
**California  
Department  
of Tax and Fee  
Administration**



**Jason Yao**  
Senior Partner,  
Wan Hui Da Law  
Firm  
**Wan Hui Da IP  
Agency**





# INDUSTRY THOUGHT LEADERS

**Lauren A. Dienes-Middlen**  
Esq., SVP, Assistant  
General Counsel  
– Intellectual  
Property Business  
and Legal Affairs  
**World Wrestling  
Entertainment, Inc.**



**Steven S. Rosenthal**  
Sr. Director,  
Anti-Piracy & Web  
Security, Global  
Services  
**McGraw-Hill  
Education**



**Claire Bing**  
Director of  
Regulatory Affairs  
**Tarte Cosmetics**



**Erica J. Weiner**  
Assistant General  
Counsel, Global  
IP & Brand  
Protection  
**MICHAEL KORS**



**Kyle Hettinger**  
Cyber Analyst  
Team Lead Brand  
& Consumer  
Protection  
**National Cyber-  
Forensics &  
Training Alliance  
(NCFTA)**



**DeeJay Smith**  
Director - Global  
Brand Protection  
**LifeScan**



**Bonnie Mitchell**  
Program  
Manager – Brand  
and Consumer  
Protection  
**National Cyber-  
Forensics &  
Training Alliance  
(NCFTA)**



**Rob Filer**  
Special Markets  
**ConvaTec**



**Simon Brown**  
Director  
**Film Content  
Protection  
Agency (FCPA)**



**Andrew  
Schydrowsky**  
Founder and CEO  
**TrackStreet**



**Michael Murphy**  
Partner  
**K&L Gates**



**Maral Behnam-  
Garcia**  
Manager, Brand  
Protection &  
Intellectual  
Property  
**Wish**



# PRE-CONFERENCE WORKSHOP DAY

MONDAY, JANUARY 28, 2019

9:00AM

## REGISTRATION FOR WORKSHOP A & NETWORKING BREAKFAST

While registering for Workshop A, enjoy some hot beverages and lively peer-to-peer conversation

9:30AM

## WORKSHOP A: DRIVING EFFICIENCY AND EFFECTIVENESS WITH YOUR ONLINE BRAND PROTECTION STRATEGY

As more and more business is conducted online, this ever-evolving landscape requires that brand owners take on a proactive rather than reactive role. Learn how to quickly and effectively identify vulnerabilities in cyberspace and take the appropriate action to mitigate associated risks. This session will give you hands-on advice and best practices for using technology in anti-counterfeiting strategies and enforcement measures. Walk away with a clear vision of online brand threats and the most effective strategies for combating them.

Leave this workshop understanding how to:

- Align business problems and internet channels
- Learn about various enforcement mechanisms and their effectiveness
- Hear about the impact of social media, mobile applications and online marketplaces on brand protection strategies
- Understand how counterfeiters are targeting your consumers in new and not so obvious ways
- Identify best practices for combatting high-priority brand abuse



**Steven S. Rosenthal**

Sr. Director, Anti-Piracy & Web Security

Global Services McGraw-Hill Education

11:30 AM

## REGISTRATION FOR WORKSHOP B & MORNING NETWORKING COFFEE BREAK

12:00 PM

## WORKSHOP B: CUSTOMS AND BORDER PROTECTION: COMBATING CROSS-BORDER TRADE IN COUNTERFEIT GOODS

Counterfeiting is a global problem that cannot be handled or resolved by just one entity. The most effective way to thwart worldwide counterfeiting comes through collaboration between law enforcement, government agencies, industry organizations and brand owners. In this workshop we will share effective practices and provide you with a checklist that will enable you to be proactive in developing an anti-counterfeiting strategy and working with CBP to effectively enforce your rights at the border. Leave this workshop understanding how to effectively forge a collaborative working relationship with law enforcement that meets anti-counterfeiting objectives. Topics will include:

- Effective ways to record and provide notice of registered rights with customs in order to obtain seizures
- The type of information that rights holders need to provide CBP's to provide them with the knowledge of what products are authentic vs. counterfeit
- Analysis of the U.S. Customs and Border Protection interim rule to allow information



**Angelo Mazza**

President

IACC Director – US Training & Partner, IP Counsel, Gibney, Anthony & Flaherty, LLP

PRE-CONFERENCE WORKSHOP DAY *continued*

2:00PM REGISTRATION FOR WORKSHOP C &amp; QUICK REFRESH BREAK

2:30PM **WORKSHOP C: IS YOUR BRAND PROTECTION PROGRAM ROBUST? ASSESSING YOUR END-TO-END BRAND PROTECTION PROGRAM**

The costs of counterfeiting can be staggering. And it's not just counterfeiting that companies must worry about. Gray Market product diversion and illicit trade create additional brand protection issues for companies around the world. This means it is imperative that brand owners have a robust and comprehensive Brand Protection Program to mitigate these risks effectively. Do you have an effective Brand Protection Program?

In this workshop you will:

- Compare and contrast various strategies of "Leading" Brand Protection Programs
- See how authentication and track & trace systems are not enough – and why your program needs a solid investigation & enforcement plan
- Find out how your Brand Protection Program stacks up
- Explore the different stages of a Brand Protection Program (Assessment, Countermeasures, Monitoring, and Enforcement)



**DeeJay Smith**

Director, Global Brand Protection  
LifeScan Global Corporation

4:30PM END OF WORKSHOPS DAY---SEE YOU TOMORROW!



# MAIN CONFERENCE DAY ONE

TUESDAY, JANUARY 29, 2019

## 8:00AM REGISTRATION & NETWORKING CONTINENTAL BREAKFAST

While registering for day one, enjoy breakfast and lively peer-to-peer conversation.

## INDUSTRY OVERVIEW

## 8:30AM CHAIRMAN'S OPENING REMARKS



**Lorne M. Lipkus**

Chair of the Education and Training Committee of the

**Canadian Anti-Counterfeiting Network (CACN), Partner, Kestenberg Siegal Lipkus LLP**

## 8:45AM KEYNOTE: LEVERAGING BLOCKCHAIN IN THE COUNTERFEIT FIGHT – NFL PLAYERS LEADING THE WAY

Blockchain has been presented as the solution to problems ranging from energy deficiencies in Africa to illegal immigration in the US. An examination of what blockchain is — and what it is not — reveals that the key to successful blockchain applications lies in the problem it's being used to solve.

The problems associated with counterfeit products result almost wholly from a lack of transparency and immutability of the supply chain records. Put differently, if there were an unalterable record that rights holders, manufacturers, wholesalers, retailers and consumers could all access and trust (as a result of technology, not the naked eye), fraudulent product would lose its value. Moreover, law enforcement would have an efficient way to distinguish between real and fake.

NFL players are leading the way in protection of their likeness rights on products such as NFL jerseys with blockchain. This effort includes an end-to-end BaaS (blockchain as a solution) project that is currently underway, with a singular vision: eradicate the counterfeit licensed product market in the NFL, sports broadly and beyond.



**Casey Schwab**

VP, Business & Legal Affairs

**NFLPA | NFL Players Inc.**

## 9:30AM PANEL DISCUSSION: COUNTERFEITS - WHAT'S AT STAKE FOR ECOMMERCE?

Online marketplaces like eBay and Amazon face the daunting task of preventing the sale of counterfeits on their platforms. And when they fall short, brand owners get upset, wondering if enough is being done to halt the online promotion and sale of fakes. Join in this conversation to hear the perspectives on the impact of counterfeiting and piracy on ecommerce and how brands can work cooperatively with these platforms for the common cause of preventing the sale of knockoffs.



**Julien Dudouit**

Global IP Brand Manager, Legal - Intellectual Property Department

**Ebay**



**Denise Mosteller**

Senior Manager, Brand Protection

**Impius**



**Steven S. Rosenthal**

Sr. Director, Anti-Piracy & Web Security

**Global Services McGraw-Hill Education**



**Maral Behnam-Garcia**

Manager, Brand Protection & Intellectual Property

**Wish**



MAIN CONFERENCE DAY ONE *continued*

## DIGITAL BRAND PROTECTION

10:15AM **FILM THEFT / PIRACY & BRAND PROTECTION AT SOURCE**

Join this session to hear an introduction to the UK's programme managed by the FCPA (Film Content Protection Agency). Discussion includes:

- Awareness & Training - the importance of successful collaborative working and partnerships
- Digitalization of Films and Watermarking – trackability to source cinema and its importance for investigations
- Enforcement – investigations and key prosecutions
- Technology – proactive and reactive



**Simon Brown**  
Director

Film Content Protection Agency (FCPA)

11:00AM **MORNING NETWORKING BREAK**

Continue the conversation over some coffee while learning more about the various ACBP technologies and solutions offered by participating service providers.

## BRAND PROTECTION BUDGET AND ROI

11:30AM **GETTING COMPANY BUY-IN TO ENSURE SUFFICIENT BRAND PROTECTION BUDGET**

Stakeholders, investors and company executives need to be aware of the existing problems, understand their responsibilities and how they can help protect the company's IP. Find out how you can get company buy-in and engage stakeholders actively in your program. Understand who, when, what, where and how to address key issues including:

- Involving all stakeholder by sensitizing them on the effects of counterfeits
- Engaging stakeholders both internal and external (Education, product knowledge, awareness, trade forum)
- Registering the Brands (IP)
- Identifying the most effective and efficient solutions and who, within the corporate structure, is best suited to implement and direct those efforts
- Introducing methods to assess the ROI



**Lauren A. Dienes-Middlen, Esq.**

SVP, Assistant General Counsel – Intellectual Property Business and Legal Affairs

World Wrestling Entertainment, Inc.

12:15PM **PROTECTING YOUR CUSTOMERS AND BRAND REPUTATION ON A MEAGER ACBP BUDGET**

As the global counterfeiting landscape becomes ever more shadowy and complex, (see: social media, the Dark Web), brand owners are still expected to preserve their brand's reputation and protect the consumer from the dangers of purchasing fake products. Even on a limited budget, an effective brand protection program is critical to taking back what belongs to you—revenue and your brand reputation. This session will examine tools and tips to:

- Make your budget work overtime
- Create and maintain an effective ACBP plan on a meager budget
- And the must haves in your brand protection program



**Claire Bing**

Director of Regulatory Affairs

Tarte Cosmetics

## MAIN CONFERENCE DAY ONE *continued*

### 1:00PM **NETWORKING LUNCHEON**

Join us for this Networking Lunch Break to grow your industry network and continue discussing the hot topics

### 2:00PM **TAKING YOUR BRAND PROTECTION PROGRAM TO THE NEXT LEVEL IN 2019**

Most companies define brand protection far too narrowly, focusing only on safeguarding their trademark and other intellectual property rights. The reality in 2019 is that your brand faces far more threats than you may realize—from unauthorized sellers creating lousy buying experiences for your customers, to your own retail partners engaging in price wars online and dragging down the perceived value of your products. In order to maintain profitability, you must gain control over the distribution of your products. And in the era of multichannel online selling, there is the opportunity to grow your brand's value, achieving a positive ROI for your program, if you set things up correctly.

This session will teach you how to take a more comprehensive approach to protecting and growing your brand. You'll learn:

- How to draft an effective pricing policy or to make sure that the policy you have, is still the best fit
- How to take your brand protection infrastructure from a Stage 0 (total mayhem) up to a Stage 6 (the most sophisticated and effective system to protect and grow brand value)—and why your company is almost certainly at Stage 4 or lower today
- How to strengthen your brand protection program from legal challenges, for example, from first sale doctrine
- Where you're most likely to have "leaks" in your distribution channel and key strategies to plug those leaks
- The one thing 97% of shoppers say influences their online purchase decisions—but that few brand owners monitor and address systematically
- How to compile and use data to prioritize enforcement efforts in your resale channel
- Key steps you can take immediately to begin protecting and growing your brand



**Andrew Schydrowsky**  
Founder and CEO  
**TrackStreet**



**Micahel Murphy**  
Partner  
**K&L Gates**



## DATA ANALYSIS & AUTOMATION

### 2:45PM **USING BIG DATA AND AUTOMATION TO MANAGE INVESTIGATIONS**

Join this session to hear how Tiffany & Company is using big data and automation as a part of their brand protection strategy. Discussion will include:

- Utilizing proper case management to track big data and analyze information for successful investigations
- Managing and using data to properly plan and prioritize investigations
- Automation processes and machine learning for refining brand protection
- Using data to manage priorities and make strategic budgeting decisions
- Using data and automation for executing strategies that compliment C suite objectives
- Providing tools to empower internal clients for help in protecting the brand



**Charles Olschanski**  
CFE, CFI, Senior Director, Investigations Services  
**Tiffany & Company**

### 3:30PM **AFTERNOON REFRESHMENT BREAK**

## MAIN CONFERENCE DAY ONE *continued*

Continue the conversation over some light afternoon snacks & coffee.

### ECOMMERCE -- ONLINE BRAND PROTECTION

#### 4:00PM **ONLINE COUNTERFEITING TRIAGE**

Whether it's by way of a third party marketplace, a social media site, or a typical counterfeit website, the threat to your brand is constant. Understanding the tools available to you to help fight the problem is only half the battle; you also need to know how to use them as part of a larger strategy.

You will learn:

- What tools are available to help combat online counterfeiting issues
- How to develop effective counterfeiting enforcement strategies to takedown infringers
- How to be more proactive in preventing infringements



**David Lipkus**

Chair of the Canada sub-committee of the

**INTA Anti-Counterfeiting Committee, Partner - Kestenberg Siegal Lipkus LLP**

#### 4:45PM **COUNTERFEITERS AND CYBER: HOW COUNTERFEITERS LEVERAGE INTERNET SOURCES AND WHAT YOU CAN DO FROM AN INVESTIGATIVE STANDPOINT**

As brands continue to advertise and migrate more towards mobile and computer-based customer interfaces, a plethora of cyber threats from cybersecurity (malware variants) to cyber-enabled (leverage internet sources) are being deployed by cyber threat actors. From an investigative perspective, it is important for brands to understand how to conduct cyber investigations by understanding how to protect your identity, where and how counterfeiters advertise, and how to develop intelligence packages on suspects of interest.

This presentation addresses:

- Best practices for conducting online investigations, research methodologies and available tools
- Techniques on developing an intelligence package that would be attractive to law enforcement
- Real-world examples on previous NCFTA investigations



**Kyle Hettinger**

Cyber Analyst Team Lead Brand & Consumer Protection Program

**National Cyber-Forensics & Training Alliance (NCFTA)**



**Bonnie Mitchell**

Program Manager – Brand and Consumer Protection

**National Cyber-Forensics & Training Alliance (NCFTA)**

#### 5:30PM **WELCOME MIXER**

After a long day of learning, join us for a cocktail to unwind

#### 6:30PM **CLOSE OF DAY ONE**

# MAIN CONFERENCE DAY TWO

WEDNESDAY, JANUARY 30, 2019

8:00AM **REGISTRATION & NETWORKING CONTINENTAL BREAKFAST**

8:30AM **CHAIRMAN'S RECAP**



**Lorne M. Lipkus**

Chair of the Education and Training Committee of the  
**Canadian Anti-Counterfeiting Network (CACN), Partner, Kestenberg Siegal Lipkus LLP**

8:45AM **MONITORING, SHUTTING DOWN AND BUILDING SUCCESSFUL CASE AGAINST COUNTERFEITERS**

Fighting the war on counterfeits on a global scale is daunting for brands, but it can result in victories. Take New Balance, which won a RMB3.3 million/US \$1.5 million suit against trademark infringers in China. In his session, the company's Head of Global Brand Protection draws on this experience to provide tips for successfully fighting counterfeiters in court. Discussion points include:

- How to identify the right service provider for both investigation and legal services
- Insights on effective and proven methods for monitoring online activity and digital distribution
- Understanding how the mandating approval processes for investigative techniques and legal research across borders will effect your anti-counterfeiting strategy



**Dan McKinnon**

Head of Global Brand Protection  
**New Balance**



**Jason Yao**

Senior Partner, Wan Hui Da Law Firm  
**Wan Hui Da IP Agency**

## WORKING WITH LAW ENFORCEMENT

9:30AM **EFFECTIVE COOPERATION BETWEEN BRAND OWNERS AND LAW ENFORCEMENT TO NAB COUNTERFEITERS**

A successful anti-counterfeiting and brand protection program requires both the collaboration of internal and external partners to be successful. Working with law enforcement officers and customs agents is a must if the infringers are to be caught and stopped. This presentation will explore how brand owners can most effectively manage their relationships with these officials. Topic discussed will include:

- Tools to identify authentic and counterfeit goods
- Registrations with customs
- Black lists and white lists
- Internal and external (CBP) Trainings



**Russ Jacobs**

Director, Corporate Counsel Intellectual Property  
**Starbucks Coffee Company**



## MAIN CONFERENCE DAY TWO *continued*

### 10:15AM **WHAT'S MINE ISN'T YOURS—AND I'M TAKING IT BACK! HOW TO EFFECTIVELY COLLABORATE WITH LAW ENFORCEMENT AGENCIES & STRATEGIC PARTNERS TO SUCCESSFULLY PLAN, IMPLEMENT AND PROSECUTE SEIZURES**

Once a counterfeiting operation is identified with a confirmed manufacturing or distribution location, one of the next steps your company may wish to pursue is planning a retail or factory raid. However, before you do so, you must address many logistical and legal matters. The ability to coordinate and cooperate on investigations with government agencies is critical, as governments are the primary and most effective resource in the war on counterfeits.

In this session, we will explore:

- How to effectively work with various domestic and international government, investigative, and law enforcement agencies to plan a raid, from soup to nuts
- Legal documentation that must be filed pre and post-raid



**Sabrina Kajogbola**

Assistant Special Agent in Charge

**Ice-Homeland Security Investigations (HSI San Francisco)**



**Susan Gorsuch**

Task Force Commander

**California Department of Justice, Bureau of Investigation**



**Gina Fong**

Business Tax Administrator III

**California Department of Tax and Fee Administration**

### 11:00AM **MORNING NETWORKING MINGLE**

Continue the discussion over a cup of coffee while checking out the latest anti-counterfeiting technology

### 11:30AM **INTERACTIVE GROUP DISCUSSIONS (IDGS) – YOU PICK 2**

Our facilitated, Interactive Discussion Groups (IDGs) optimize peer-to-peer learning by crowdsourcing solutions to common challenges surrounding counterfeiting and piracy. The connections you make through the IDGs will likely be amongst your most valuable takeaways. You will have the opportunity to sit in on two 30-minutes sessions. Choose from TWO of the below.

#### Combating Grey Market, Diversions & Parallel Imports



**Rob Filer**  
Special Markets  
**ConvaTec**



**Bob Amiano**  
NA Sales Director,  
Global Brand Protection  
Duracell  
**A Berkshire Hathaway Company**

1

#### Be Proactive! Stop Reacting to Piracy and Counterfeiting, Start Preventing!



**Simon Brown**  
Director  
Film Content Protection  
Agency (FCPA)

2

#### Online Investigations: Tips, Tricks and Techniques



**Denise Mosteller**  
Senior Manager, Brand  
Protection  
**Implus**

3

#### Strategies to Handle Grey Market and Counterfeit Merchant Mixing Online



**DeeJay Smith**  
Director - Global Brand  
Protection  
**LifeScan**

4

## MAIN CONFERENCE DAY TWO *continued*

### 12:35PM **NETWORKING LUNCHEON**

Join us for this Networking Lunch Break to grow your industry network and continue discussing the hot topics.

### E-COMMERCE BRAND PROTECTION PROGRAM

### 1:35PM **HOW TO UTILIZE E-COMMERCE PLATFORM NOTICE AND TAKE DOWN**

Together with the growth of e-commerce, the presence of counterfeit goods on e-commerce sites has also been growing. In this interactive session, presenters from Ebay and Wish will give you a step-by-step guide on the notice and take down process. At the end of the session, you will have the tools necessary to better understand how to successfully utilize an E-commerce platform when filing a notice and take down request.



**Julien Dudouit**

Global IP Brand Manager, Legal - Intellectual Property Department

**Ebay**



**Maral Behnam-Garcia**

Manager, Brand Protection & Intellectual Property

**Wish**

### 2:20PM **FIRESIDE CHAT: HOW ARE YOU PROTECTING YOUR BRAND FROM TRADEMARK INFRINGEMENT?**

A collaborative approach is the best strategy to protect your brand from trademark infringement. Working closely with various brands through the lifespan of a product, beginning at the pre-launch stage. Taking an all hands on deck approach by successfully collaborating with your R&D, risk assessment, security, packaging, PR, marketing, sales, supply chain management, licensing, and legal departments, your organization will be better equipped to develop and manage effective short and long-term AC&BP programs. Join in the discussion to hear how to effectively collaborate with all departments involved to better protect your brand from infringement.



**Becky Unruh**

IP Attorney  
**Western Digital**



**Bob Amiano**

NA Sales Director, Global Brand Protection Duracell  
**A Berkshire Hathaway Company**

### 3:05PM **NETWORKING REFRESHMENT BREAK**

## MAIN CONFERENCE DAY TWO *continued*

### ANTI-COUNTERFEITING TECHNOLOGY TO PROTECT YOUR BRAND

3:30PM

#### TECHNOLOGY ADVANCEMENT—A MUST IN COMBATTING COUNTERFEITING GLOBALLY

Globally, anti-counterfeiting laws, rules and regulations are lagging behind the technological advances utilized by counterfeiters—making it easier for counterfeiters to avoid detection and more difficult for intellectual property rights holders to protect their brands. In this session, presenter will share insight on:

- Does changing laws in one country impact the global effort against counterfeiters?
- Has GDPR had an effect on anti-counterfeiting investigations and enforcement efforts?
- Have laws relating to Internet marketplaces kept up with technology?
- How do law enforcement and industry partner to better use technology and counter the advances made by counterfeiters? Can we better use legal technology for anti-counterfeiting?
- Increased shipments of counterfeit goods in small packages by mail and courier – Do “we have the technology”?



**Lorne M. Lipkus**

Chair of the Education and Training Committee of the

**Canadian Anti-Counterfeiting Network (CACN), Partner, Kestenberg Siegal Lipkus, LLP**

4:30PM

#### CLOSE OF MAIN CONFERENCE

We look forward to seeing you next year!

### SPONSORSHIP & EXHIBITION OPPORTUNITIES

Get in front of these early adopting and established organizations to cement your place as a preferred anti-counterfeiting & brand protection vendor of choice. Event sponsorship is an excellent opportunity for your company to showcase its products and services to senior level, targeted decision makers attending the IQPC 21st Anti-Counterfeiting & Brand Protection Summit. IQPC helps companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships – which are tailored to assist your organization in creating a platform to maximize its exposure at the event. For more information on sponsoring or exhibiting at this year's conference, please call **Chris Ritchie at 212-885-2799** or email him at **Chris.Ritchie@IQPC.com**

# EXCEPTIONAL LEARNING EXPERIENCES



Explore technologies and solutions that have helped companies put a stop to counterfeiting, trademark infringements, diversions and unauthorized sales.



Determine how to effectively collaborate with law enforcement agencies



Understand how the border-less effects of the Internet is changing the counterfeiting landscape, affecting your brand.



Learn how other companies are structuring their counterfeiting efforts and departments while putting metrics in place for measurement.

## EARN CLE CREDITS!

IQPC has a dedicated team which processes requests for CLE Credits. Please note that event accreditation is subject to the rules, regulations and restrictions dictated by each individual state.



# WHAT OTHERS ARE SAYING:

"This event was a great opportunity to network with peers, and get a broad understanding of strategies and best practices that have worked for others."

Zebra Technologies Corporation



"Excellent conference with prominent leading brand owners sharing ideas, information, and strategies. Very well organized conference."

Ip Legal Counsel,  
Gibson Innovations

"One of the best conferences I have attended due to freshness of information on latest best practices."

General Counsel,  
Taylor Guitars



# Discover *San Fran*

## The Argonaut: A Boutique Hotel in Fisherman's Wharf, San Francisco

495 JEFFERSON STREET,  
SAN FRANCISCO, CA 94109  
(415) 563-0800

Located in the historic Haslett Warehouse in Fisherman's Wharf, the Argonaut hotel is a grand building built in 1907 of exposed brick, Douglas Fir beams and much seaside character; you feel as though you can almost reach out and touch the colorful Barbary Coast past here.

The special room rate of **\$259** has been established to make your reservation process easy. Simply call (415) 563-0800 and give the group name IQPC or **click here** to book online. You must make your reservation no later than January 4th, 2019. For your convenience, the special rate has been extended to three days before and after the conference.

## Sites & Attractions:

### Golden Gate Bridge

A California icon, the most photographed site in the city. Take a nice stroll after a long day and cross this off your bucket list!

### Golden Gate Park

Home to the gardens and museums, get a look at all that the city has to offer!

### Alcatraz Island

One of America's most infamous prisons.

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PRIMARY PRICING	Onsite Pricing
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<b>All Access:</b> Main Conference + All 3 Workshops	\$3,595
<b>One Workshop</b>	\$589

VENDORS PRICING	Onsite Pricing
<b>Main Conference</b>	\$3,095
<b>All Access:</b> Main Conference + All 3 Workshops	\$4,495
<b>One Workshop</b>	\$589

\*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

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**Payment Policy:** Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

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#### Team Discounts\*

NUMBER OF ATTENDEES	SAVINGS
Group of 3 to 4	20% off standard pricing
Group of 5 or more	25% off standard pricing

\*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount