

17th Anti-Counterfeiting & Brand Protection

Sheraton Pentagon City – September 26th, 2016 – September 28th, 2016

Pre-Conference Workshop Day ♦ **Monday, September 26th, 2016**

8:30AM	REGISTRATION FOR WORKSHOP A & NETWORKING BREAKFAST
9:00AM	WORKSHOP A: HOW TO DEVELOP A BRAND PROTECTION PROGRAM THAT CUSTOMS & BORDER PROTECTION (CBP) CAN UNDERSTAND AND UTILIZE FOR ENFORCEMENT <i>Angelo Mazza, President, IACC Foundation & Partner-IP Practice Group, Gibney Anthony & Flaherty LLP</i> <i>Jason Calhoun, Project Manager, National Cyber-Forensics & Training Alliance – NCFTA</i>
10:45AM	REGISTRATION FOR WORKSHOP B & MORNING NETWORKING BREAK
11:00AM	WORKSHOP B: GOING FOR THE JUGULAR: HOW TO PUT A COUNTERFEITER OUT OF BUSINESS BY CUTTING THEIR PURSE STRINGS <i>Detective Superintendent Peter O'Doherty, City of London Police</i> <i>* Working lunch provided.</i>
12:45PM	REGISTRATION FOR WORKSHOP C
1:00PM	WORKSHOP C: HOW TO DEVELOP & MAINTAIN EFFECTIVE INTER-DEPARTMENTAL ANTI-COUNTERFEITING & BRAND PROTECTION PARTNERSHIPS <i>Colette A. Durst, Senior Corporate Counsel, IP, Johnson Controls</i> <i>Arlene Hoffman, Marketing Manager, Johnson Control</i>
2:45PM	REGISTRATION FOR WORKSHOP D & AFTERNOON NETWORKING BREAK
3:00PM	WORKSHOP D & CASE STUDY: HOW P&G LEVERAGES SOCIAL MEDIA, THE INTERNET AND TRADITIONAL MEDIA TO SHUTDOWN SALES OF ILLEGAL GOODS & IMPROVES CONSUMER SATISFACTION <i>Kevin Scott, Manager, Global Beauty & Grooming Business Development, Procter & Gamble</i> <i>Gabriel T. Ross, Finance Manager, Procter & Gamble</i>
4:45PM	END OF WORKSHOP DAY

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Main Conference Day One ♦ **Tuesday, September 27th, 2016**

8:00AM

REGISTRATION FOR MAIN CONFERENCE DAY ONE & NETWORKING BREAKFAST

8:45AM

CHAIRPERSON'S WELCOME & OPENING REMARKS

David Franklin, *Global Sales Director, NetNames*

9:00AM

PANEL DISCUSSION: HOW TO REDUCE PRODUCT DIVERSION & GREY MARKETS SALES FROM A BRAND PROTECTION AND LEGAL PERSPECTIVE

Leon Bechet, *Associate General Counsel, Wal-Mart Stores, Inc.*

Carolyn McNerney, *Senior Counsel, LG Electronics*

Moderator: Wayne D. Lonstein, *Esq., MS, CISSP, Chief Executive Officer, VFT Solutions, Inc.*

9:45AM

BIO-FORENSICS AS A POWERFUL TOOL TO COMBAT COUNTERFEITING

Pete Karlen, *Chief Executive Officer, Phylagen, Inc.*

Jessica Green, *Chief Technology Officer & Co-Founder, Phylagen, Inc.*

10:30AM

MORNING NETWORKING BREAK & DEMO DRIVE

11:30AM

HOW LEXMARK CURTAILED COUNTERFEITING AND DIVERSION BY LEVERAGING A MORE INTELLIGENT SUPPLY CHAIN

Andrew Gardner, *Worldwide Brand Protection Manager, Lexmark*

Curt Tomhave, *Senior Vice President, Technical Services and Security, Verify Brand*

12:15PM

ATTACKING COUNTERFEITING ON A GLOBAL SCALE

Lian Yunze, *Partner, Head of IP Group, Hylands Law Firm*

Wayne D. Lonstein, *Esq., MS, CISSP, Chief Executive Officer, VFT Solutions, Inc.*

1:00PM

NETWORKING LUNCH BREAK

2:00PM

CASE STUDY: THE 5-HOUR ENERGY ANTI-COUNTERFEITING LITIGATION

Daniel E. Karson, *Esq., Chairman, Kroll*

Geoffrey Potter, *Esq., Partner, Patterson Belknap Webb & Tyler LLP*

Tom Kurland, *Esq., Associate, Patterson Belknap Webb & Tyler LLP*

2:45PM

LEARNING CURVE INTENSIVES: DISCUSS THE VARIOUS STAGES OF ANTI-COUNTERFEITING & BRAND PROTECTION PROGRAM DEVELOPMENT & IMPLEMENTATION

LAUNCH STAGE:

IMPLEMENTATION STAGE:

MATURE STAGE:

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

Kellie Myers, *LCB, CCS, Legal and
Compliance Administrator, Taylor
Guitars*

Ainslee Schreiber
*Vice President & Associate General
Counsel - Global Trademark Group*
Starwood Hotels & Resorts

Tom Nichols
*Supervisor, Global Brand Protection
Investigations*
General Motors

Moderator: **Jim Sinisgalli**, *Director of Market Development - UniSecure, Systech International*

3:30PM

AFTERNOON NETWORKING BREAK

PANEL DISCUSSION: HOW TO DEVELOP & MAINTAIN A COMPELLING ANTICOUNTERFEITING AND BRAND PROTECTION BUSINESS CASE FOR C-SUITE BUY-IN

3:45PM

Kevin Scott, *Manager, Global Beauty & Grooming Business Development, Procter & Gamble*
Pat Coats, *Senior Manager, Brand Protection – Kellogg Global Sales, Kellogg Company*
Tom Nichols, *Supervisor, Global Brand Protection Investigations, General Motors*
Moderator: **Geoffrey Potter**, *Esq., Partner, Patterson Belknap Webb & Tyler LLP*

4:30PM

CASE STUDY: HOW TUV RHEINLAND USES NORMS & STANDARDS AS A BRAND RISK MANAGEMENT TOOL TO CURB COUNTERFEITS

Paul Gervais, *Sales Operations & Marketing Director, TÜV, Rheinland AG*

5:15PM

HOW TO EFFECTIVELY COLLABORATE WITH LAW ENFORCEMENT AGENCIES & STRATEGIC PARTNERS TO SUCCESSFULLY PLAN, IMPLEMENT, AND PROSECUTE SEIZURES

Mark Schonfeld, *Partner, Burns & Levinson*
William J. Hochul, Jr., *United States Attorney, Western District of New York*

6:00PM

CLOSE OF MAIN CONFERENCE: DAY ONE

6:15PM

EVENING SOCIAL MIXER

17th Anti-Counterfeiting & Brand Protection

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Main Conference Day Two  **Wednesday, September 28th, 2016**

8:00AM

REGISTRATION FOR MAIN CONFERENCE DAY TWO & NETWORKING BREAKFAST

8:45AM

CHAIRMAN'S RECAP

Geoffrey Potter, Esq., Partner, Patterson Belknap Webb & Tyler LLP

9:15AM

PANEL DISCUSSION: EFFECTIVE TRACK & TRACE METHODS TO REDUCE A VARIETY OF PRODUCT COUNTERFEITING

Carolyn McNerney, Senior Counsel, LG Electronics
Arlene Hoffman, Marketing Manager, Johnson Control
Patrick Hayes, former Brand Protection Manager, GoPro
 Moderator: **David Franklin, Global Sales Director, NetNames**

9:45AM

FIRESIDE CHAT: IMPACTFUL TECHNIQUES TO CHASE & STOP COUNTERFEITERS BOTH DOMESTICALLY AND INTERNATIONALLY

Colette A. Durst, Senior Corporate Counsel, IP, Johnson Controls
Jim Sinisgalli, Director of Market Development - UniSecure, Systech International
Mark Schonfeld, Partner, Burns & Levinson
 Moderator: **Geoffrey Potter, Esq., Partner, Patterson Belknap Webb & Tyler LLP**

10:30AM

MORNING NETWORKING BREAK & DEMO DRIVE RAFFLE DRAWING WINNERS ANNOUNCED

11:15 AM

INTERACTIVE DISCUSSION GROUPS (IDGS): WE'RE HERE TO HELP YOU---EFFECTIVELY COLLABORATING WITH GOVERNMENT AGENCIES TO REDUCE TRADEMARK INFRINGEMENT

LOCAL/DOMESTIC:

Kasie Brill
Director of U.S. Intellectual Property Policy
Global Intellectual Property Center (GIPC), U.S. Chamber of Commerce

CROSS-BORDER:

William J. Hochul, Jr.
United States Attorney
Western District of New York

INTERNATIONAL:

Jason Calhoun
Project Manager
National Cyber-Forensics & Training Alliance – NCFTA

12:45PM

NETWORKING LUNCH BREAK

1:45PM

HOW TO EFFECTIVELY REDUCE CHINESE ONLINE COUNTERFEITING RINGS

Kendra Ervin, Assistant Deputy Chief of IP, Computer Crime & IP Section, U.S. Department of Justice, Criminal Division
Ellen Szymanski, Senior Director of International Intellectual Property Global Intellectual Property Center (GIPC)- U.S. Chamber of Commerce

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2:30PM	CASE STUDY: HOW MASTERCARD HELPS MERCHANTS STOP ONLINE IP PIRACY BY CUTTING OFF FUNDS John Verdeschi , <i>Group Head/Senior Vice President, Customer Performance Integrity, MasterCard Worldwide</i>
3:15PM	AFTERNOON NETWORKING BREAK
4:00PM	FIRESIDE CHAT: HOW TO PROTECT YOUR BRAND FROM INTERNAL THREATS UTILIZING EFFECTIVE SAFEGUARDS & PROTOCOLS Steven S. Rosenthal , <i>Director, Anti-Piracy & Web Security -Global Services, McGraw-Hill Education</i> Moderator: Mark Schonfeld , <i>Partner, Burns & Levinson</i>
4:45PM	COMBATTING TRADEMARK COUNTERFEITING ACTIVITY ON THE INTERNET AND BEYOND John H. Zacharia , <i>Assistant Deputy Chief for Litigation, Computer Crime and Intellectual Property Section U.S. Department of Justice, Criminal Division</i> Jason Calhoun , <i>Project Manager, National Cyber-Forensics & Training Alliance – NCFTA</i>
5:30PM	TOWN HALL: EXAMINE YOUR TOP BURNING QUESTIONS Carolyn McNerney , <i>Senior Counsel, LG Electronics</i> Jason Calhoun , <i>Project Manager, National Cyber-Forensics & Training Alliance – NCFTA</i> Pat Coats , <i>Senior Manager, Brand Protection – Kellogg Global Sales, Kellogg Company</i> Moderator: David Franklin , <i>Global Sales Director, NetNames</i>
6:15PM	CLOSE OF MAIN CONFERENCE: DAY TWO

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