

PROTECT YOUR BRAND AGAINST COUNTERFEITING

PROFESSIONAL CERTIFICATE in Anti-Counterfeiting and Brand Protection







Should You Register?

Do you want to be proactive instead of reactive to prevent loss of potential revenue?

Do you want to understand the avenues to navigate in the event of counterfeiting?

Michigan State University's Center for Anti-Counterfeiting and Product Protection (A-CAPP) focuses on the complex issues of anti-counterfeiting and product protection of all products across all industries. You can develop more or new knowledge to detect, deter and respond to crime effectively.

MSU's A-CAPP Center employs an evidence-based approach in its **Professional Certificate in Anti-Counterfeiting and Brand Protection**. This program is comprised of 17 courses that can be taken individually to best fit your schedule. The courses will relate to one of the following topics:

-  Product Counterfeiting
-  Enforcement Activities
-  Secure Supply Chain Management
-  Anti-Counterfeiting Strategies
-  Communication and Education
-  Risk Management

Anytime, Anywhere Access

Self-Guided, Self-Paced

100% Online Learning

Individual Courses

Counterfeiting Costs and Consequences

31,560 Total Number of Intellectual Property Rights (IPR)-related Seizures*

\$1.38 Billion Total Value of IPR-related Seizures (MSRP)*

*U.S. Department of Homeland Security, Intellectual Property Rights Seizures Statistics, FY16. www.cbp.gov



Center for
Anti-Counterfeiting
And Product Protection
MICHIGAN STATE UNIVERSITY

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