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

Counterfeiting Costs and Consequences

<table>
<thead>
<tr>
<th>Total Number of Intellectual Property Rights (IPR)-related Seizures*</th>
<th>Total Value of IPR-related Seizures (MSRP)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>31,560</td>
<td>$1.38 Billion</td>
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</tbody>
</table>


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