The Brand Protection Professional: A Practitioner’s Journal (BPP) is a quarterly resource dedicated to reporting on brand protection issues, research and professional information for in-house brand protection practitioners. The BPP aims to advance brand protection through the establishment of an accessible, comprehensive forum containing the essential information for the brand protection community.

DESCRIPTION

The BPP is an electronically-distributed quarterly industry journal in the form of a magazine. The BPP is a publication of Michigan State University’s Center for Anti-Counterfeiting and Product Protection (A-CAPP) in collaboration with Underwriters Laboratories (UL). The BPP contains features and articles authored by experts in and associated with the field of brand protection, including among others, brand owners, academics, law enforcement, law and legal issues, and industry associations.

In each issue, expert contributors will provide coverage on the topics of interest to the brand protection professional, including strategy assessments, cutting-edge research, best practices, legislative news and analysis, case studies, and crucial trends. Complementing this original content, each issue will also highlight other essential issues, resources, opportunities and information of interest to the brand protection community. In most issues BPP will include recurring columns on:

- Temperature Test
- Professional Pointers
- Legislative updates
- In the Headlines
- What to Watch
- BP Forum
- A View from the Field
- The Bulletin

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SUBMISSIONS

The BPP encourages submissions from a wide range of experts, so long as the subject of the contribution fits the mission of the journal. Publication decision is in the absolute discretion of the editorial team.

GUIDELINES

Articles published are those of interest to brand protection professionals around the world. It should be understood by the contributor that upon submission all articles submitted for consideration are subject to revisions by the editorial team and that the right of publication in any language or alternative form is reserved by The BPP. This is in line with The BPP’s editorial policy to publish articles that are written in a clear and concise style in order to bring the article’s message to the readers. Contributors are encouraged to draw on experience for their articles and to write articles that reflect what is important to brand protection practitioners. Please note that The BPP does not publish articles that are self-promotional in nature or market a product or service available from a vendor or fee-based organization.

Articles should be submitted in MS Word, double-spaced. Features and articles can range from 500 to 1,000 words. The Managing Editor may give more specific guidelines to the individual contributors. Pages should be numbered consecutively. Color photographs are encouraged if they illustrate points in the article; graphs or charts also are encouraged. Photographs should only be submitted if they are owned by contributor and are acknowledged to be hereby licensed to THE BPP for use; or if they are represented to be in the public domain. It is further represented by the contributor that submissions do not include any proprietary and/or confidential information of third parties. Should The BPP receive a claim or threatened claim based on a submission, contributor shall fully indemnify The BPP.

The submission should include the title, the author’s name, professional title, complete postal address, phone number and email address. An author’s color photo should also be included. If there are coauthor(s), respective titles and information should be indicated clearly with a statement that the submitting contributor has permission from the coauthor(s) to submit. It is expected that the article will not be under review, submitted for review, or already published elsewhere. If there is a change of title or address while the article is in the process of being published, the editor should be notified as soon as possible.

Please note that endnotes/footnotes that provide additional context are not encouraged because The BPP is not a scholarly journal. However, important facts and resources should be properly referenced, so that they can be reviewed by others. If they are necessary, they should be limited and numbered consecutively and listed separately at the end of the article, and follow APA citation format. Please see link for APA formatting guide http://www.bibme.org/citation-guide/apa.
Once the article is received by the Managing Editor, it is reviewed for possible publication for content and *The BPP* style purposes. This process can take anywhere from one to three months. Authors will be notified if they need to make substantive changes to the article. Editorial staff will make minor modifications and edits where it deems necessary. Any requests for changes and/or edits must be made in a reasonable amount of time upon receipt. It is at the Managing Editor’s absolute discretion to refuse request(s) for revisions and to accept revisions. Contributors will receive final proofs of their articles for review and approval. Contributors should be aware that a short production schedule requires a quick response to page proofs.

Please be assured that if an article is rejected for inclusion in *The BPP*, it does not necessarily mean that it is not worthy of publication. It could be that another article covering the same or similar topic has been accepted or published, or that the number of contributions is greater than what can reasonably be accommodated in the journal. The article might also be held for possible future publication covering the topic.

**WRITING TIPS**

As a practitioner’s journal *The BPP* seeks manuscripts for publication that are relevant to the brand protection community. Many brand protection professionals have valuable information that can be shared with *The BPP* readers and providing a forum to do so is the mission of *The BPP*. *The BPP* provides the unique opportunity to share knowledge and experience for the benefit of the brand protection profession in one comprehensive place. The field of brand protection develops experts without their realizing it. But often having something to convey and formally conveying it are two different matters, and the latter may be challenging to the expert.

For one reason or another, either brand protection is so broad in reach and multi-disciplined, and a practitioner is so overwhelmed, potential author’s significant ideas are not voiced beyond conversation. Many people view the task of writing an article to be too intimidating or above their capabilities. Others would like to try to contribute but just do not know where to begin or feel they may not have the time. The following information is intended to help potential authors take that first step.

**FORMATTING TIPS**

In order to draft an effective article, we suggest the following format be followed:

**TITLE**

The title of the piece should clearly convey what the article is speaking to. This does not prohibit a clever variation, but be sure creative titles don’t turn readers away due to a
misunderstanding of the intended subject matter. An effective way of combining both styles is to add a subtitle after the title.

STRUCTURE

Articles usually have three basic parts: an introduction, a body, and a conclusion. As a standard the introduction should catch the reader’s attention, along with description of the subject, and briefly outline what will be discussed in the article. The body contains the author’s elaboration on the subject matter and is typically the longest part of the article. The body may include data and analyses, descriptions, and examples to get the author’s ideas across. The conclusion section should summarize important points that were made in the body of the article.

TOPICS

Many professionals believe that they do not have anything to write about, but in fact just reflecting on the tasks of a given day could generate ideas. Contributors can write about what they have been doing that works or doesn’t, the challenges they face within their corporate confines, how they solved a particular problem in a certain region of the world, or some trend or circumstance that is affecting, or will soon affect, the effectiveness of their efforts. As practitioners experience all too often, what may not seem like earth-moving news to one person could be enlightening to another.

Brand protection professionals can discuss views on important issues, or they can offer guidance to colleagues on matters of mutual concern. Hence, THE BPP looks for submissions that have strong practical importance and appeal on a wide-array of contemporary issues facing the global brand protection community.

Potential contributors can write about topics that have already been covered in THE BPP or other publications. Different people may address the same topic in valuable and unique ways and make an important contribution to The BPP beyond current publications or thought.

Keep in mind this may be a good opportunity to partner with your Communications Department or one of your other internal stakeholders. In requesting assistance with writing an article, you provide the opportunity for valuable insight into your Brand Protection function.

Articles and attachments can be submitted to The BPP Managing Editor by email leahevertburks@gmail.com.

WRITING BENEFITS

By writing an article or feature, you are sharing your unique expertise with your brand protection colleagues, and information sharing is what The BPP is all about. The A-CAPP
Center and UL and are proud to offer this unique platform for our brand protection community.

REPRINTS

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