



Policies and Statements

Mission Statement:

Write what you want to read/Read what you want to know

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 provide coverage on 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 highlights other essential issues, resources, opportunities, and information of interest to the brand protection community. In most issues the BPP includes recurring columns on:

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

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.

If you are unsure about a potential topic, please feel free to contact the Managing Editor to review the article idea prior to submission.

GUIDELINES

Articles published are those of interest to brand protection professionals around the world. It should be understood by the contributor that 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 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. (Please note that our spelling and grammar preferences, except in the case of formal titles, are for U.S. English.) Color charts, graphs, or photos illustrating points in the article are encouraged. Photographs should only be submitted if they are owned by the 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 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, company or association name, and professional title. An author's color photo should also be included though it may not be used with a published submission. Co-authored submissions must also include statements listing each co-author's name, title, affiliation, email address, and permission for submission. Submitted articles should not be submitted for or under review elsewhere or already published. Authors should notify the editor of any change in affiliation prior to publication.

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, with electronic links provided. For questions on

referencing non-electronic resources, or whether a particular statement requires a reference, please consult the editor.

Upon article receipt, the Managing Editor reviews the article for content and style. This process can take from one to three months. Drafts of material are due 90-60 days ahead of publish date. Authors will be notified if they need to make substantive changes to the article. Editorial staff will make minor modifications and edits where necessary. Any requests for changes or edits by the Managing Editor must be made by the author 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 in a Submission Permission and Release document that contributors must sign before publication. 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 with the agreement of the author.

WRITING TIPS

As a practitioner's journal, the BPP seeks material that is relevant to the brand protection community. Many brand protection professionals have valuable information that can be shared with readers of the BPP and providing a forum to do so is our mission. 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, e.g., brand protection is so broad or a practitioner is so overwhelmed, a 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 contribute but 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

To draft an effective article, we suggest following the format below.

TITLE

The title should clearly convey the article topic. 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. One might use a clever title with a more descriptive subtitle.

STRUCTURE

Articles usually have three basic parts: an introduction, a body, and a conclusion. These sections do not need to be entitled as such but should flow in that order. The introduction should catch the reader's attention, describe the subject, and briefly outline what will be discussed in the article. The body elaborates the subject matter and is typically the longest part of the article. The body may include data and analyses, descriptions, and examples to convey the author's ideas. The conclusion should summarize important points made in the body of the article.

TOPICS

Many professionals believe that they do not have anything to write about, but 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 brand, 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, their efforts. 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. 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

For the purposes of placing content from the BPP in other publications, you are permitted to quote individual facts or figures if you provide a valid link to the relevant article of the BPP. You may not copy tables, graphs, maps, other graphical elements, large passages, or entire articles or features.

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