

BRAND THE protection professional | BPP

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 essential information for the brand protection community.

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WRITE WHAT YOU WANT TO | READ | WHAT YOU WANT TO KNOW

"As a derivative of a leading university center in anti-counterfeiting and product protection, The BPP has unique access to world-class research, education and outreach capabilities. But, uniquely positioned as an industry journal, The Brand Protection Professional is written exclusively for the in-house brand protection community."

Leah Evert-Burks, Managing Editor

INDUSTRY AUTHORED ARTICLES

(examples)

- Moving IP Crime out of the Shadows
- What You Need to Know About the 3rd Amendment to the China Trademark Law
- FCPA: The Careful Walk for US Companies and Brand Protection Professionals
- Managing Multi-Brand Brand Protection Programs
- How to Be a Good Victim
- Marketing Brand Protection Inside and Outside Your Organization

ACADEMIC CONTRIBUTIONS

(examples)

- Crisis Mitigation Through Communication in Brand Protection
- Developing Stratagems to Tackle Gray Market
- U.S. Product Counterfeiting Legislation: A Look at the Variation in State Laws Governing Trademark Counterfeiting
- Counterfeit Schemes, Roles of Counterfeiters, and Connections to Terrorism
- How Global Firms Organize for Brand Protection
- ROI Measurement: Performance Management Without Qualification Through Traditional Methods

COLUMNS

- Temperature Test: *a poll result*
- Legislative Update: *new laws, regulations*
- What to Watch: *what is important for the next 3 months*
- Professional Pointers: *a BP professional shares relevant tips*
- BP Forum: *a question to BP professionals and their responses*
- The Bulletin: *Events, new resources and other announcements*
- In the Headlines: *compilation of articles from the previous 3 months*
- A View From the Field: *an observation from a BP professional or announcement*



Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY



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