

A-CAPP is now a formal MSU Center!

Over the last 4 years, A-CAPP has experienced tremendous growth, accomplishment, and development of university, industry, and other partnerships. With support from MSU's School of Criminal Justice, and the Colleges of Social Science, Business, Engineering and Communication Arts and Sciences, A-CAPP has become an independent Center.

The Center for Anti-Counterfeiting and Product Protection (A-CAPP) will continue to serve as an independent interdisciplinary research and education hub and continue to develop and disseminate evidence-based anti-counterfeit knowledge and strategy to industry, law enforcement, policy makers, and the scientific field.

Please enjoy this special newsletter filled with latest updates on our activities as a Center.



### A-CAPP Launches Colloquium Series

A-CAPP is launching a new colloquium series to advance information sharing, create new ideas and partnerships, and build intellectual communities around product counterfeiting and brand protection issues.

Throughout the year, A-CAPP will host experts in various fields to deliver presentations on a host of timely topics.

The first colloquium will be by Marya Lieberman, an Associate Professor in the Department of Chemistry and Biochemistry at the University of Notre Dame. She will discuss her research on developing test cards for the rapid field screening of counterfeit pharmaceuticals in Africa. Dr. Lieberman's lecture will be February 18, 2014 at MSU and is open to those in the academic and professional communities.

For more information on Dr. Lieberman and her presentation, click [here](#).



A-CAPP Partners with MSU's Department of Supply

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### Team Feature



Brian Monks

Brian Monks is the Vice President of Anti-Counterfeiting Operations at Underwriters Laboratories (UL). Brian has been with UL for 30 years and has worked in the intellectual property enforcement area for over 18 years, working closely with national and international law enforcement agencies to identify and seize counterfeit products. Such agencies include the U.S. Customs and Border Protection, Federal Bureau of Investigations, Immigrations and Customs Enforcement, and the Royal Canadian Mounted Police. In addition to Brian's

The A-CAPP Center recently released the backgrounder, A Supply Chain Management Perspective on Mitigating the Risks of Counterfeit Products. This research was conducted by David Dreyfus, a graduate student in the Broad College of Business, Department of Supply Chain Management and A-CAPP team members Justin A. Heinonen and Rod Kinghorn.

The A-CAPP Backgrounder discusses how stakeholders in the supply chain can respond to counterfeiting by adopting a more comprehensive purchasing strategy.

Click [here](#) to read the backgrounder.

### A-CAPP Honors its Pioneers

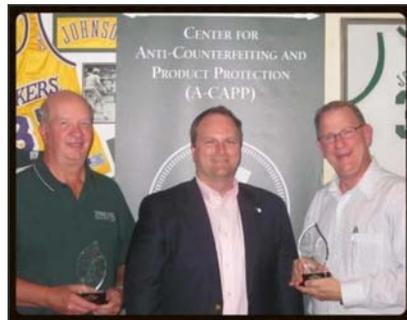
A-CAPP hosted its annual reception to recognize and celebrate the past year's accomplishments. Participants enjoyed dinner and conversation, where many new connections were made for potential partnerships.



Those in attendance were A-CAPP board members, A-CAPP team members, industry partners, Alum, and partners from various departments and colleges at Michigan State University.

Jeremy Wilson, A-CAPP Director, recognized the dedication of the A-CAPP team, board members, MSU partners, and other supporters. The acknowledgment was reinforced with the announcement of the program becoming a center, where Jeremy expressed his gratitude towards those who contributed to the milestone, including a special recognition of two individuals by presenting them with the A-CAPP Pioneer Award.

David Howard and Rod Kinghorn both received the first ever A-CAPP Pioneer Award for their support and contributions to the development of A-CAPP. Upon presentation, Jeremy described why both are considered pioneers of A-CAPP and deserving as first recipients of the award. Both Rod and David began contributing to A-CAPP as inaugural members of the Industry Advisory Board and continue to support A-CAPP today in a variety of ways.



roles at UL, he provides professional service to many associations related to anti-counterfeiting and product protection and frequently serves as a keynote speaker at many anti-counterfeiting conferences worldwide. Brian is an Executive Board Member of the International Anti-Counterfeiting Coalition (IACC), a special advisor to the National Electrical Manufacturers Association (NEMA) Anti-Counterfeiting Task Force, Co-Chair of the Interpol Intellectual Property Crime Action Group, and serves as a member of the NYC Mayor's Anti-Counterfeiting Task Force, the Canadian Anti-Counterfeiting Network, the International Trademark Association (INTA) Anti-Counterfeiting & Enforcement Committee, and the World Customs Organization International Property Rights (WCO IPR) Strategic Group. Brian's most recent professional service includes serving as a member of the A-CAPP Industry Advisory Board, working with other members to provide valuable insight and guidance to A-CAPP's research and outreach activities.

### NEW Educational Opportunities for Students and Working Professionals

Beginning summer of 2014, A-CAPP will be offering two new and first ever courses on product counterfeiting. In addition, we have made some changes to our graduate certificate.

Both courses will be offered as online courses and complement one another as well as the



## Industry Supports A-CAPP Research

This past November, A-CAPP released a new Backgrounder and Paper, both of which were supported by industry.

The A-CAPP Backgrounder, Anti-Counterfeit Strategy for Brand Owners, outlines a strategic approach for brand owners to consider counterfeited products as a fundamental risk to the brand, and brand protection as an integral component of the larger intellectual property protection program. The research and publication was supported by Whitlam Label and is the first in a series of backgrounders they plan to support. Over the next 2 years, Whitlam Label has committed to support an additional 3 A-CAPP Backgrounders.

Click [here](#) to read the backgrounder.

The A-CAPP Paper, Assessing the Risks of Counterfeiting and Illicit Diversion for Health Care Products, was authored by Christopher Trent and Douglas Moyer. Christopher is an industry professional from Johnson & Johnson who contributed his time to this research as part of the A-CAPP Industry Academy and Douglas is an Adjunct Professor in the Program In Public Health at MSU. The paper discusses the many risks associated with counterfeit health care products as well as how to assess them.

Click [here](#) to read the paper.



## Update on Brand Protection Internships

This past summer, A-CAPP shared with you brief backgrounds on School of Criminal Justice students that were interning with two of our A-CAPP Advisory Board companies.

Pat Sheahan concluded his internship with Qualcomm, gaining invaluable insight on the world of security, brand protection, and work-force culture. Pat was able to spend time in many areas within Qualcomm and stated his experience taught him not only about anti-counterfeiting and product protection, but also prepared him for the 'real' working world. He learned what actions and behaviors one must possess to succeed in a professional environment as well as the value of employee satisfaction with oneself and the company. Pat returned to finish up his senior year at MSU and will be graduating this spring.

John Kilchenman also concluded his summer internship. John interned with Hewlett-Packard in their Sales and Discount Fraud (SDF) and Services Fraud and Compliance (SFC) areas. John will be able to apply what he learned this

graduate certificate. The undergraduate level course will explore the elements of product counterfeiting to begin to understand how the illicit trade functions, its effects, and the formal responses to it. The graduate level course will dive deeper into product counterfeiting, focusing on definitions, legal frameworks, extent, and theory. Both courses can be taken independently or as part of the A-CAPP Graduate Certificate.

To learn more, visit our [education page](#).

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## A-CAPP Names New Industry Fellow

David Howard, Global Director of Product Protection for the Global Brand Protection Group at Johnson & Johnson and former A-CAPP Industry Advisory Board member, is now partnering with A-CAPP in a new capacity.

Although David plans to retire from Johnson & Johnson in early 2014, his passion to combat anti-counterfeiting and protect products remains strong. As such, he is partnering with A-CAPP as an Industry Fellow. In this role, David will work with A-CAPP staff, students, and other partners to deliver anti-counterfeiting education and develop A-CAPP resources, where he can help to integrate an industry perspective.

Kevin Weaver will be filling David's role at Johnson & Johnson and on the A-CAPP Advisory Board. Look for more information on Kevin in a future issue of our newsletter.

To find out more on our Industry Fellow, click [here](#).



past summer in just a short month. He was recently offered a position within Hewlett-Packard working with an analytic team whose focus is creating new strategies and methods for detecting and preventing fraud.

Summer 2014 internship interviews are currently being conducted! For more information on the School of Criminal Justice's internship program contact [Tim Homberg](#).

### A-CAPP Events Spark New Partnerships

This past fall has been a busy time for A-CAPP team members. Despite busy research schedules, many team members have been traveling to various conferences to conduct outreach and raise awareness. Many of these events resulted in several exciting new partnerships.

In October, A-CAPP attended the International Anti-Counterfeiting Coalition (IACC) Fall Conference and also hosted an informational booth at the Interpol 7th International Law Enforcement Intellectual Property Crime Conference.



Events in November included presentations at the American Society of Criminology Conference and a special presentation at an MSU Eastern Wayne County Alumni Club event where Jeremy Wilson presented on the hidden dangers of product counterfeiting with a Q&A afterwards.

### A-CAPP Expanding Research Faculty

The Center for Anti-Counterfeiting and Product Protection is currently accepting applications for a tenure system faculty member. The successful applicant will be joint appointed in the A-CAPP Center and in another relevant academic department or school at Michigan State University.

For more information, [click here](#).

### - Upcoming Events -

Forgery and Document Counterfeiting, Forensic Document Examination workshop by Roy Fenoff.

Brand Protection as a Total Business Solution, International Security Management Association presentation by Jeremy Wilson.

Finding Fake Pharmaceuticals in Low Resource Settings: New Approaches to a Recalcitrant Problem, A-CAPP Colloquium by Marya Lieberman.

To see all upcoming events, [click here](#).

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