Dear Sara,

Please enjoy this newsletter filled with the latest updates and exciting opportunities offered by the Center for Anti-Counterfeiting and Product Protection.

A-CAPP Partners with Industry for NEW 2015 Executive Education Program

Earlier this year, A-CAPP launched a restructured Executive Education Program for 2015. While the overall theme, counterfeit risk assessment and mitigation, remains constant, this year's program combines the 3 separate courses from 2014. Understanding that brand protection professionals cannot always commit to 3 separate seminars, the courses were combined into one seminar and are being offered at multiple times and locations throughout the U.S. Among the changes also includes offering partnership opportunities to industry.

Underwriters Laboratories (UL) and the International Intellectual Property Crime Investigators College (IIPCIC) partnered with A-CAPP on the 4 Executive Education Seminars for 2015. Additionally, the Global Brand Council (GBC), Security Industry Association (SIA), and Qualcomm are each partnered with A-CAPP on specific seminars for 2015.

The spring seminar will be held in conjunction with Global Forum on Brand Integrity and Trademark Protection dinner at the U.S. Chamber of Commerce in Washington, D.C. on March 24-25.

The first summer seminar will be held in Chicago, IL on May 19-20.

The second summer seminar will be held in conjunction with the 2015 UL Brand Protection Conference in St. Petersburg, FL on June 9-11. In addition to the seminar, A-CAPP will also host an educational booth and conduct presentations at the conference.

The fall seminar will be held at Qualcomm in San Diego, CA on September 15-16.

Registration cost are $2,599 and include the seminar, training

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Team Feature

Scott Lindahl
CSO and Senior Director
Global Security and Aviation
Kellogg Company

Mr. Lindahl is responsible for the enterprise-wide Security program and Aviation operations for the Kellogg Company. Kellogg Company brands include Kellogg’s, Keebler, Pop-Tarts, Eggo, Cheez-It, Club, Nutri-Grain, Rice Krispies, Special K, All-Bran, Mini-Wheats, Morningstar Farms, Famous Amos, Ready Crust and Kashi. He began his Kellogg career in 2008 as Manager, Corporate Security, was promoted to Director, Corporate Security in 2010, and promoted again in 2012 to Chief Security Officer and Senior Director of Global Security and Aviation. He has held previous security and loss prevention positions in the retail, financial and manufacturing industries. His industry involvement includes participation in the ASIS International Food Defense and Agriculture Security Council where he is the past council chairman, the Grocery Manufacturer’s Association - Food Defense Committee...
materials, networking breakfasts and lunches, and a seminar dinner reception. Please visit our website for more information on each seminar.

**A-CAPP Welcomes Dolby**

A-CAPP and the Industry Advisory Board welcome new member, Vivian Vassallo, from Dolby Laboratories. Mrs. Vassallo is the Senior Director of Global Compliance where she is responsible for the development and execution of Dolby’s worldwide Brand Protection and Licensing Compliance programs.

The board was first established in 2011 and has been crucial to A-CAPP’s success. With 9 different industries represented, A-CAPP’s strategic goals and initiatives are well rounded and reflective of current trends in brand protection.

**A-CAPP Team Member Recognized**

Congratulations to Dr. Steve Chermak, who received the 2015 Academy of Criminal Justice Sciences Bruce Smith Sr. Award at this years ACJS Meeting.

ACJS sponsors this award in recognition of outstanding contributions to criminal justice. It is given to one who has demonstrated leadership in the administration of the criminal justice discipline in a manner which reflects the highest standards of integrity and performance.

Steve is a professor in the School of Criminal Justice, A-CAPP team member, and lead investigator affiliated with The National Consortium for the Study of Terrorism and Response to Terror (START). His current research studies are in the area of criminal and terrorist activities of domestic terrorists, intelligence practices of State, Local, and Tribal law enforcement agencies, sources of funding used by terrorist organizations with emphasis on examining their use of counterfeit products, and the media’s role in relation to crime and terrorism issues.

**A-CAPP Research Highlight**

In February, A-CAPP released its first Backgrounder of 2015, which was in partnership with the U.S. Chamber of Commerce, Global Brand Council.

*The Global Risk of Product Counterfeiting: Facilitators of the Criminal Opportunity* highlights several factors that provide opportunities for product counterfeiting, such as the expansion of the global economy, consumerism, cultural acceptance, and the low risk of detection, prosecution, and penalties. The backgrounder concludes a first step in combating product counterfeiting is understanding and then minimizing the opportunity of the crime. More

A-CAPP continues to provide current and relevant resources for product and brand protection. Below are the top 5 downloaded and the Coupon Information Corporation. He holds an undergraduate degree in Criminal Justice from Mac Murray College and a master's degree in Criminal Justice with concentration in Security Administration from Michigan State University. Mr. Lindahl was selected in October, 2014 as a member of the A-CAPP Advisory Board.

### Upcoming Events

**A-CAPP Executive Education**

March 24-25, 2015
Washington, DC

**Developing Brand Protection Programs: Counterfeit Product Risk Assessment and Mitigation**

More Information

**Registration still open!**

**SIA Anti-Counterfeiting Webinar**

March 26, 2015
1p-2p

Protect Your Customers, Protect Your Brand: How to Defeat Security Product Counterfeiters

Join A-CAPP's Rod Kinghorn and UL's Dario De La Pena, in partnership with the Security Industry Association (SIA), for a no-cost webinar on how to defend against brand and technology thieves.

More Information

**UL Brand Protection Conference**

June 9-11, 2015
St. Petersburg, FL

Product Counterfeiting Networks and Offender Roles

Product Counterfeit Measurement and Benchmarking Brand Protection Programs

**Developing Brand Protection Programs: Counterfeit Product Risk Assessment and Mitigation**

Join the A-CAPP team as they host an informational booth, lead presentations, and conduct an Executive Education seminar at the 2015 Underwriters Laboratories (UL) Brand Protection Conference in St. Petersburg, FL.
publications from the A-CAPP website in 2014.

**Brand Protection as a Total Business Solution** aims to raise awareness about the importance of brand protection, factors that give rise to product counterfeiting, and existing and promising approaches to building effective brand protection programs. [More]

**Assessing the Risks of Counterfeit and Illicit Diversion of Health Care Products** discusses areas to address and possible questions to ask when developing a risk assessment tool for health care products. [More]

**Product Counterfeiting and the Media: Examining News Sources Used in the Construction of Counterfeiting as a Social Problem** analyzes how media’s framing of product counterfeiting shapes how the public and policymakers understand the problem. [More]

**Distinguishing Counterfeit from Authorized Retailers in the Virtual Marketplace** explores the characteristics of legitimate and counterfeit websites for a luxury apparel maker and a brand-name audio electronics manufacturer. [More]

**A Supply Chain Management Perspective on Mitigating the Risks of Counterfeit Products** addresses how stakeholders in a supply chain can mitigate and prevent this crime by moving towards a more comprehensive purchasing strategy. [More]

A-CAPP wishes to thank the many industry and university partners that have contributed to its research, education, and outreach activities over the last year. These partnerships have resulted in many new activities, projects, and products that offer considerable value to brand owners, law enforcement, and other stakeholders. In particular, for their support, A-CAPP would like to recognize:

**INDUSTRY**
- Underwriters Laboratories
- DuPont
- Qualcomm
- Johnson & Johnson
- General Electric
- Deckers Outdoor Corporation
- Kellogg’s
- Tiffany & Co.
- Dolby Laboratories
- International IP Crime Investigators College
- CropLife International
- Global IP Center
- Global Brand Council
- Security Industry Association

**MSU**
- College of Social Science
- School of Criminal Justice
- College of Engineering
- College of Business
- International Business Center

[www.a-capp.msu.edu](http://www.a-capp.msu.edu)