

Please enjoy our latest newsletter to help keep you up-to-date on the fall activities of the Center.



Center for
Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

A-CAPP CENTER CONCLUDES 2ND ANNUAL BRAND PROTECTION STRATEGY SUMMIT

This past October, the A-CAPP Center hosted its 2nd Annual Brand Protection Strategy Summit, which was in partnership with Underwriters Laboratories, Johnson & Johnson, L Brands, Abercrombie & Fitch, and Western Union. The Center began hosting a brand protection summit in 2015 to fill a need for an exclusive environment to facilitate open discussion and idea sharing among brand owners, law enforcement and academia.

This year's summit, held at the Lansing Center October 4 - 5, offered several notable speakers. MSU President **Lou Anna K. Simon** provided opening remarks and **Danny Marti**, the U.S. Intellectual Property Enforcement



Coordinator, addressed the audience later in the morning discussing issues and answering questions facing intellectual property rights' holders. Later, **Douglas George**, Consul General for Canada, discussed his role as one of Canada's Intellectual Property negotiators. **Jack Chang**, Vice Chairman of the Quality Brands Protection Committee and Special Counsel to Chairman at L Brands, shared

his experience protecting trademarks in China during a keynote and also during a lively panel on brand protection in China. The panel was moderated by the Center's **Jay Kennedy** and also included **Conrad Wong**, Attorney-Advisor for China and Enforcement Units at the Office of Policy and International Affairs, United States Patent and Trademark Office;

Hairong Li, Professor of Advertising and Core Faculty of Asian Studies Center at MSU; and **Ron Davis**, A-CAPP Center Industry Fellow and Vice Chairman Emeritus of Quality Brands Protection Committee.



The Center also took time to recognize several individuals for their efforts with brand and product protection. **Bruce Foucart** and **Warren MacInnis** both received the Center's Pioneer Award for their support to the A-CAPP Center's mission. **Jack Chang** was awarded with the Center's first Brand Protection Hero Award, which recognizes an individual who has demonstrated commitment and added value to brand protection, either by a single significant act or as a sustained effort over time, in a manner which exemplifies the highest standards of performance and integrity and advances the larger field.

PIONEER AWARD RECIPIENTS

Bruce Foucart is the Director of the National Intellectual Property Rights Coordination Center (IPRC). Homeland

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TEAM FEATURE



EVANGELYN ALOCILJA

Dr. Alocilja is a Professor in the Department of Biosystems and Agricultural Engineering and the Program Director of the Nano-Biosensors Laboratory. Her research focuses on the development of nanoparticle-based biosensors for rapid, point-of-care/on-site detection and diagnosis of disease-causing agents and adulterants of concern to global health, food/water safety, homeland security, and product integrity. Her research has resulted in six US patents and many more patent applications in review, drawing attention from many companies that commercialize biosensor devices for selected markets.

She has published thousands of articles, mentored hundreds of undergraduate students, and received numerous awards throughout her career, such as the 2003 American Society for Engineering Education (ASEE) Award for Excellence in Teaching Materials, 2012 Michigan State University Innovator of the Year Award, 2013 Outstanding Alumni of Silliman University Philippines, and the 2016 Undergraduate Research Faculty Mentor of the Year Award.



Security Investigations (HSI), Immigration and Customs Enforcement (ICE). In this capacity, he leads the IPRC, bringing together 23 partner agencies consisting of 19 key federal agencies and four international partners into a task force that comprehensively responds to intellectual property theft.

Warren MacInnis is the Director of Global Brand Protection for UL. As part of his responsibilities, he manages UL's anti-counterfeiting enforcement efforts and the Outreach and Capacity Building Program, which is responsible for initiatives such as the IP Crime Investigators College, the UL Brand Protection Conference and the International Law Enforcement IP Crime Conference. Warren works with a large number of public and private sector organizations around the world to help build capacity to combat IP crime.



Jack Chang is the Vice Chairman of Quality Brands Protection Committee and one of its founders. Jack is also the Special Counsel to the Chairman of L Brands International. He is a seasoned intellectual property protection expert, with 18 years experience working in China with brand owning companies like



General Electric and Johnson & Johnson to government agencies such as the Shanghai Intellectual Property Administration. His comments have been adopted into the Chinese Trademark Law, Patent Law, and Product Quality Law. Jack was selected by the Managing Intellectual Property as 1 of the 50 most influential IP figures in the world and also received the Global Anti-counterfeiting Group's Global Anti-counterfeiting Personal Achievement Award.

A-CAPP CENTER TEAM UPDATES

The A-CAPP Center's fellowship and student intern programs continue to grow and diversify with the addition of two Industry Fellows, a Law Enforcement Fellow and several students this fall from multiple disciplines.

FELLOWS

The A-CAPP Center welcomes its new Fellows, all of whom have collaborated with the Center in various capacities prior.

INDUSTRY FELLOWS

Mike DeStefano and Rick Rytman are working with the Center on its education program. As seasoned brand protection professionals from the consumer goods and auto industries, their expertise, along with the Center's other Industry Fellows, will help ensure content is current and relevant to industry.

LAW ENFORCEMENT FELLOW

She is also a member of the prestigious National Academy of Inventors and the only female member from Michigan State University. Her technology on nano-DNA tagging for anti-counterfeiting is featured in the Science of Innovation, a national program that is sponsored by the US Patent and Trademark Office, National Science Foundation, and NBC Learn. One of her proudest achievements is the founding of the Global Alliance for Rapid Diagnostics (GARD) with membership from 11 countries representing various institutions.

GARD consists of a multidisciplinary group of researchers and practitioners from around the world committed to improving global health by preventing illness, saving lives, and improving quality of life through low-cost rapid diagnostics.

As an A-CAPP Center partner, she has collaborated on research projects and helped increase awareness of product counterfeiting. She is currently collaborating with the Center and its interns on a project to develop anti-counterfeiting technologies from DNA.

RECENT NEWS

Jeremy Wilson was selected by the MSU Office of WorkLife as a 2016 Outstanding Supervisor. He was one of 5 supervisors selected out of 22 nominations. **Congratulations Jeremy!**

The A-CAPP Center has partnered with MSU's Licensing Office, assisting in one of their anti-counterfeiting initiatives. In a separate initiative, the Licensing Office launched a new campaign, *State Your Loyalty* in order to educate the greater MSU community on the importance of buying official licensed MSU gear.

Congratulations to Christopher Mhike and Spencer Simon, who are graduating this December. Christopher will earn his LL.M. in Intellectual Property, Information & Communications Law and Spencer will earn his B.A. in Criminal Justice & Economics, and minors in Religious Studies and Defense Studies & Leadership! **Best of luck!**

Michael Ellis is the first law enforcement fellow for the Center. He is widely recognized as an expert on international trade whose most recent roles were with INTERPOL. Michael will work with the Center on various outreach and education projects.



(left to right): Mike DeStefano, Rick Rytman, Michael Ellis

[View bios](#)

STUDENTS

The Center's Student Internship Program offers internships on a semester basis and is open to MSU students from all disciplines who have an interest in exploring how product and brand protection relates to their field of study. The objective is to grow awareness and improve their knowledge in this area prior to entering the job force.

RETURNING STUDENTS

This fall the A-CAPP Center welcomed returning student interns Matt Maher for his third semester, after interning with Caterpillar in their Global Security and Corporate Intelligence department and Kaitlyn McCullough for her second semester after interning with Energy Reliability Council of Texas in their Security Operations Division. Also, returning this semester from MSU College of Law were Christopher Mhike and Lorryn Young, and Spencer Simon from the School of Criminal Justice.

NEW STUDENTS

Ross Militz, who is pursuing his M.A. in Criminal Justice, is a Graduate Assistant for Jeremy Wilson. He is interested in white-collar and technology-facilitated crimes, as well as open-source intelligence methods and private-sector security.

Additionally, several new undergraduates have joined the intern team, including: Devin McClenton (Criminal Justice), Melanie Goerke (Construction Management), Joseph Morgan (Supply Chain Management), Alyssa Scherer (Packaging), Kathleen Refior (Marketing), Tarek Kaafarani (Engineering), and Kayla Weaver (Chemistry).

In addition to research and outreach assignments, students have been working on special projects relating to methods used to determine return on investment for brand protection teams, product DNA for anti-counterfeiting, and trademark violations at MSU. A special thanks to Dr. Vangie Alocilja in MSU's College of Engineering and Samantha Stevens in MSU's Licensing Department for their collaboration with our interns this fall!



The Brand Protection Professional (BPP) launched this past September with a joint release by the A-CAPP Center and UL at the 2016 International Intellectual Property Crime Conference in London. The inaugural edition contains a

Nominations are now open for 2017 Brand Protection Hero Award. The Center will be accepting nominations until June 1, 2017.

[Nominate now!](#)

RECENT ACTIVITIES

Leah Evert-Burks represented the A-CAPP Center at the International Law Enforcement IP Crime Conference in London in September, 2016.

Rod Kinghorn spoke at the Health Care Packaging Immersion Experience (HCPIE) at MSU's School of Packaging in October 2016.

Jay Kennedy & Kari Kammel attended the Midland Research Institute for Value Chain Creation Summit on behalf of the A-CAPP Center in Midland, MI in October 2016.

NEW RESEARCH

PRODUCT COUNTERFEITING DATABASE (PCD)

The National Institute of Justice (NIJ) recently awarded a grant to Brandon Sullivan and Jeremy Wilson to continue and expand their research on product counterfeiting schemes, offenders, and victims, as part of the Product Counterfeiting Database (PCD) study. They will collect, code, and analyze open source information on U.S. criminal cases involving pharmaceuticals, food/beverage, and electronics from 2000 to 2015.

They will compare key characteristics related to the types of counterfeit crimes committed, the products counterfeited, the individual and businesses carrying out counterfeit crimes, and those victimized by product counterfeiting. The research will improve understanding of the nature of product counterfeiting and will inform the development

number of articles and columns geared toward in-house practitioners.

- how USPTO Attaches can assist brand owners
- how to market brand protection
- Canada's trademark law
- how firms organize for brand protection
- a legislative update on the Trade Facilitation and Enforcement Act
- a conversation in defense of the whack-a-mole approach
- who practitioner's collaborate with inside their organizations.

The next edition is currently in production and will be released in December. If you have not done so already, register to receive The BPP by email [here](#).

WRITE what you want to **READ** what you want to **KNOW**

The BPP is a collaborative format. Brand protection professionals can contribute through specific articles, the BP Forum, View From the Field, Professional Pointers or Temperature Test. See the [submission policy guidelines](#) for more details.

of evidence-based anti-counterfeiting strategies.

PRODUCT DNA FOR ANTI-COUNTERFEITING

The A-CAPP Center is collaborating with partner, Evangelyn Alocilja on its first major technology project. The project is sponsored by the Midland Research Institute for Value Creation (MRIVCC) and Dow Chemical and aims to develop field deployable product DNA barcodes (PDB) for product authentication. Two A-CAPP Center interns are contributing to the project, Kayla Weaver (Chemistry) and Tarek Kaafarani (Engineering).

a-capp.msu.edu

