Dear A-CAPP,

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

**NEW A-CAPP Paper on Brand Protection**

We are pleased to announce the release of our latest A-CAPP paper, entitled "Brand Protection as a Total Business Solution". The paper was written by Jeremy Wilson, A-CAPP Director, and Rodney Kinghorn, A-CAPP Outreach Specialist, who has more than 20 years of industry experience in brand protection.

The paper aims to raise awareness about the importance of brand protection and encourages corporate leaders to evaluate their brand protection program. It discusses factors that give rise to product counterfeiting, and existing and promising approaches to building effective brand protection programs. The authors conclude that an effective brand protection program should be thought of as a total business solution and be one that is more proactive than reactive.

To read the paper, click here.

**A-CAPP Welcomes New Board Members**

The A-CAPP Industry Advisory Board recently welcomed new members to its ranks. These members include Stew Roberts from Qualcomm, Leah Evert-Burks from Deckers Outdoors, Scott Lindahl from Kellogg Company and Ewa Abrams from Tiffany and Co.

Our board now represents eight different industries and includes leaders on the forefront of brand protection. This diversity is crucial to the A-CAPP Center developing and achieving strategic goals that are well rounded and reflective of current brand protection concerns.

The A-CAPP Center welcomed its new members and its MSU partners during a recent board meeting held on the campus of MSU. During the course of the 2-day board meeting, A-CAPP hosted individuals from various departments and colleges to share their current research endeavors. The A-CAPP board was able to provide feedback and discuss how it

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**Stew Roberts**

Stewart Roberts is the Vice President of Global Security for Qualcomm and manages the company's brand protection and global security programs. Prior to Qualcomm, he was a Special Agent with the FBI for 27 years spending 20 years of his career in the San Diego Field Office where he specialized in White Collar Crime investigations. As a Supervisor in San Diego, he managed the Health Care Fraud Squad, the Applicant and Civil Rights Squad, and the Cyber Squad. He later served as a Unit Chief in the FBI's Cyber Division where he was responsible for the national development of Cyber Task Forces and later investigative support for international cyber investigations. He returned to San Diego in 2005 as an Assistant Special-Agent-in-
might best be applied to industry's anti-counterfeiting efforts. Discussions, such as these, are important to help bring industry and academia together in the effort to combat counterfeiting. This helps the research to be current to the ever changing counterfeiting landscape, thereby making it practical for industry use.

A-CAPP Pioneer Recognized

At our fall reception, Ron Davis was honored with the A-CAPP Pioneer Award, joining previous recipients, Rod Kinghorn and David Howard. The A-CAPP Pioneer Award recognizes those who have significantly contributed to the development of A-CAPP.

Ron represents Qualcomm on the A-CAPP Industry Advisory Board and has done so since May 2011. He also serves as the board’s President. Since his seat on the A-CAPP Industry Advisory Board, Ron has contributed to A-CAPP’s success in countless ways. One such way was coordinating A-CAPP’s first formal international partnership, with the Quality Brands Protection Committee (QBPC) in China.

Recent A-CAPP Research

"Brand Protection as a Total Business Solution", by Jeremy M. Wilson and Rodney Kinghorn, Center for Anti-Counterfeiting and Product Protection Paper Series

While there is debate about the definition of a counterfeit product, it generally refers to any good or packaging that bears a trademark that is virtually the same as one registered to an authorized trademark owner. Experts contend that brand owners who don’t believe they have a counterfeiting problem either haven’t looked or don’t have a product worth "knocking off". While such a statement is typically met with a muted laugh, it's meant to underscore the fact that virtually every brand owner is a victim of product counterfeiting or, at least, they are at risk to it. This paper 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. It is to encourage corporate leaders to think about brand protection as a total business solution, and to push their brand protection programs toward the more proactive end of the response continuum where effort focuses on prevention over reaction.

"The Role of Packaging in Brand Protection", by David Howard, Center for Anti-Counterfeiting and Product Protection Backgrounder Series

Many organizations have come to realize that a first line of defense against counterfeiting of their brands lies with a speedy change in

Education

NEW!
Executive Education Seminar

-Counterfeit Product Risk Assessment and Mitigation-

A new 2 day seminar where participants will learn about risk assessment, outline a risk assessment program, explore the sources of risks, and develop mitigation strategies for process control for a proactive approach to brand protection in their companies.

Seminar is led by David S. Howard, a Global Brand Protection professional and A-CAPP Outreach Specialist.

- March 23-25, 2015 Washington DC
- May 15-17, 2015 Chicago, IL
- September 15-17, 2015 San Diego, CA

Upcoming Events
processes, products, and packaging used to make their products available in the global marketplace. Based on industry experience, this backgrounder provides lessons on the roles of packaging in protecting products and brands, and on the strategic processes involved in responding to counterfeiting incidents.

"Who are the Guardians in Product Counterfeiting? A Theoretical Application of Routine Activities Theory", by Megan E. Hollis and Jeremy M. Wilson, Crime Prevention and Community Safety

Product counterfeiting, as an emerging problem, has seen limited scholarly attention. Although there has been an increase in the scholarly work in this area, much more remains to be done. This article is an attempt to address one considerable gap in the product counterfeiting literature - the application of criminological theory. At this time, no research on product counterfeiting has attempted to apply a theoretical perspective to understand the product counterfeiting phenomenon. This article involves a systematic attempt to view product counterfeiting through a routine activities theory lens. More specifically, this is an exercise in applying the theoretical construct of 'guardianship' to the study of product counterfeiting. Implications for prevention and policy are discussed.


Brand Protection is a growing concern among corporate executives, particularly those who operate in the global marketplace. Training for those tasked with this function is critical, yet existing resources and knowledge about needs are few. Based on extensive industry interaction, this article identifies the areas in which staff needs training and highlights some opportunities available through the Michigan State University Center for Anti-Counterfeiting and Product Protection.

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

**A-CAPP IS NOW HIRING!**

**Outreach Specialist- Curriculum Coordinator**

Responsible for the development, planning, coordination, administration, and marketing of mostly non-credit, executive education courses, seminars, certificates, and programs. The outreach specialist will also serve as a liaison between A-CAPP and its stakeholders, including industry and government, professional associations, university staff, the media, agencies, and others.

[Learn more](#)

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