Greetings!

Please enjoy this newsletter filled with the latest updates and activities of the Center for Anti-Counterfeiting and Product Protection.

2016 Executive Education Program Advancements

Building on 2015's successes, the A-CAPP Center looks to expand its Executive Education program for 2016 with additional topics and expert instructors.

The A-CAPP Center will continue to offer Counterfeit Risk Assessment and Mitigation, taught by David Howard, retired Johnson and Johnson Global Director of Product Protection. Additional topic areas planned for 2016 are Brand Protection in China, taught by Ron Davis, Qualcomm Senior Director of Brand Protection; and Investigation and Supply Chain, taught by Rod Kinghorn, retired General Motors General Director of Global Security. The seminars are being planned around 2016 industry conferences and details will be released soon.

This year's Executive Education program will conclude with Counterfeit Risk Assessment and Mitigation, offered at the 9th International Law Enforcement Intellectual Property Crime Conference in Buenos Aires, Argentina September 22-24, 2015 through a partnership with Interpol and Underwriters Laboratories (UL).

In This Issue

2016 Executive Education

Welcome New Board Members

Research Highlights

Upcoming Events

A-CAPP Center Industry Advisory Board Expands

The A-CAPP Center is pleased to welcome Western Union to the Industry Advisory Board. Represented by Phil Hopkins, this addition further diversifies the board's membership, whose input expands A-CAPP's research impact and ensures that A-CAPP meets the needs of industry in terms of advancing anti-counterfeit strategy, protecting the safety and health of consumers, defending financial stability of economies, and promoting sustainability of private industry.

Kevin Weaver

Kevin Weaver is the Director of Product Protection Technology at Johnson & Johnson. Kevin has over 20 years with Johnson & Johnson, Kellogg Company, and Computer Sciences Corporations with experiences in Supply Chain, Information Technology, Sales Analytics, Market Research, Business Intelligence, and Strategic Planning & Architecture. In his current role, he focuses on migrating illicit trade risks (e.g. counterfeits, diversion, tampered, trademark / copyright) by enabling product protection and market intelligence capabilities across the Johnson & Johnson Family of Companies. Kevin was selected in August, 2013 as a member of the A-CAPP Industry Advisory Board.
Phil is the Vice President of Global Security for Western Union and is responsible for crisis management, executive protection, event security, physical security, travel safety, law enforcement relations, and both internal and external fraud investigations. Under Phil's leadership, Western Union's Global Security Department has been ranked among the top 500 security organizations by Security Magazine for four consecutive years. Prior to his private sector experience, Phil served 20 years in the United States Secret Service where he completed his career as the Assistant Special Agent in Charge of the Houston Field Office. He currently serves on the Advisory Council for the International Association of Financial Crimes Investigators and he is a member of the American Society for Industrial Security (ASIS International), the International Security Management Association, the Overseas Security Advisory Council (OSAC), the Domestic Security Advisory Council (DSAC) and the Security Executive Council (SEC).

Additionally, the A-CAPP Center and its Industry Advisory Board, welcome Bruce Foucart as Homeland Security Investigations (HSI) official liaison. In this capacity, Bruce will represent HSI while engaging with the board to assist in advancing its anti-counterfeit law enforcement and education, as well as provide a government perspective to brand and product protection.

Bruce is the Director of the National Intellectual Property Rights Coordination Center (IPRC), Homeland Security Investigations, Immigration and Customs Enforcement. The IPRC places specific emphasis on ensuring national security by protecting the health and safety of the U.S. public, protecting the war fighters, and securing the federal supply chain. Prior to his current role, Bruce served as the Special Agent in Charge of the Boston Office, Department of Homeland Security, Immigration and Customs Enforcement (ICE), Homeland Security Investigations. Before that, he was the Unit Chief of the Undercover Operations Unit at ICE Headquarters in Washington, D.C. Bruce has also served as the national program manager for U.S. Customs Undercover Operations field reviews, a senior special agent in the legacy U.S. Customs Service, Office of Internal Affairs in Fort Lauderdale, Florida, and a legacy U.S. Customs agent to the San Francisco Office. Prior to his employment with U.S. Customs, he was Deputy U.S. Marshal in Providence, RI and Boston, MA.

The A-CAPP Industry Advisory Board membership currently includes Stew Roberts and Ron Davis from Qualcomm, Kevin Weaver from Johnson & Johnson, Barbara Toop from General Electric, John Dowd and Mike DeStefano from DuPont, Brian Monks from Underwriters Laboratories (UL), Scott Lindahl from Kellogg Company, Ewa Abrams from Tiffany and Co., Vivian Vassallo from Dolby Laboratories, Phil Hopkins from Western Union and Bruce Foucart as an HSI Official Liaison.
A-CAPP Research Highlights

Charting the Course: The Roles and Responsibilities of Ocean-going Transportation Intermediaries in the Distribution of Counterfeit Goods

In recognition of World Anti-Counterfeiting Day and with support from CropLife International, the A-CAPP Center released a new paper that discusses the roles of ocean transportation intermediaries and cargo shipping vessel operators in product counterfeiting. It also discusses the general duties these intermediaries have to stop the proliferation of counterfeit goods. This paper will be of particular interest to persons responsible for global brand protection, creating and enforcing trade laws and regulations, and the global transport of products.

The Pursuit of Counterfeited Luxury: An Examination of the Negative Side Effects of Close Consumer-Brand Connections

A-CAPP Center partner, Dr. Roger Calantone, co-authors this journal article that examines factors that affect consumers' willingness to purchase counterfeit products. The article focuses on consumers' need to build their self-concept via self brand connection and how that impacts willingness to purchase counterfeits, providing a deeper understanding of why and when consumers purchase counterfeit goods. The findings provide new insights that luxury brand managers could leverage to proactively combat counterfeiting and begin curtailing their losses due to the sale of fake goods.

Routine Activities and Product Counterfeiting: A Research Note

This article, authored by A-CAPP Center team members, proposes that routine activities theory provides an excellent framework for understanding the product counterfeiting phenomenon. The article reviews the basic tenets and concept of the theory, provides a brief review of the existing criminological literature that addresses product counterfeiting with special attention on the theoretical perspectives that have been applied until now, maps out a general framework for the application of routine activities theory to product counterfeiting, and

Tools for Mitigating the Risk

September 22-24, 2015

A-CAPP informational booth

Executive Education Seminar Counterfeit Risk Assessment and Mitigation

American Society of Criminology (ASC) Annual Meeting

November 18-21, 2015

A-CAPP research presentations

Recent News

A-CAPP Center Director Honored

Jeremy Wilson, founder and Director of the A-CAPP Center, was recently recognized at the 2015 UL Brand Protection Conference in St. Petersburg, FL. Brian Monks, VP of Corporate Anti-Counterfeiting Operations at UL and A-CAPP Advisory Board member, presented the award in recognition of his support and commitment to protecting the integrity of the UL mark.

A-CAPP Center Partner Honored

Michigan State University Chaired Professor and A-CAPP Center partner, Roger J. Calantone, was recently named a Michigan State University Distinguished Professor for 2015.
identifies key indicators used to study product counterfeiting from a routine activities perspective. It concludes with a discussion on how this framework will enhance the understanding of the crime and identifies new avenues for research.

more publications

A-CAPP Center Welcomes New Staff

The A-CAPP Center continues to grow and is excited to welcome new faculty and staff to the team. This addition will strengthen its research activities, educational programs and resources on brand and product protection.

Brandon A. Sullivan is an Assistant Professor at the A-CAPP Center. He recently earned his Ph.D. from the School of Criminal Justice at Michigan State University. While earning his Ph.D. and partnering with the A-CAPP Center, he co-authored several journal articles and A-CAPP Center publications on product counterfeiting in relation to terrorism, financial crimes, the media.

Kari Kammel serves as an Outreach Specialist for the A-CAPP Center. Prior to joining the A-CAPP Center, she worked at MSU, managing Middle East programs for the Visiting International Professional Program. Kari is a licensed attorney in Illinois and Michigan and administered international rule of law projects. She holds a J.D. from DePaul University, an M.A. in Political Science from American University in Cairo, and a B.A. from the University of Chicago.

Lori Schrauben serves as an Outreach Specialist for the A-CAPP Center. Prior to joining the Center, she worked as a research grant administrator in the College of Agriculture and Natural Resources. Lori also has experience in working with a non-profit organization in which she managed a member education and leadership development department for seven years. Lori holds a M.S. in Agriculture and Extension Education and a B.S. in Agri-science Education from Michigan State University.

A-CAPP Center Co-Hosts Conference

Underwriters Laboratories and the A-CAPP Center recently partnered to host the Global Security and Brand Protection Conference in St. Petersburg, FL.

Over the 3 day conference, A-CAPP Center team members delivered research presentations on product counterfeiting and terrorism, led an operational workshop, conducted an executive education session, and hosted an informational booth. Additionally, the A-CAPP Center partnered with Arnstein & Lehr LLP to host a networking reception.
The A-CAPP Center has named **Leah Evert-Burks** as an Industry Fellow. Leah recently retired from Deckers Outdoor Corporation, where she was the Director of Brand Protection and served on the A-CAPP Center Industry Advisory Board. In her role at Deckers, Leah directed the Anti-Counterfeit programs worldwide for the Deckers’ family of brands and supported litigation against patent infringers.

As an Industry Fellow, Leah will be lending her expertise to the development of new A-CAPP educational programs, conducting seminars and presentations, as well as contributing to other A-CAPP activities.

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