

Dear Sara,

Please enjoy our latest newsletter to help keep you up to date on the activities of the Anti-Counterfeiting and Product Protection Program (A-CAPPP).

The A-CAPPP Launches An Industry Academy

Earlier this year, the A-CAPPP launched a new research initiative, called the Industry Academy. The program partners industry professionals with A-CAPPP staff and partners. Each industry fellow chose a topic related to anti-counterfeiting and product protection and was then partnered with a member of the A-CAPPP, who will provide support for the project.

The academy term will last approximately 6 months. In this time, Michigan State University (MSU) will host academy fellows to facilitate interactions among fellows and A-CAPPP researchers. At the conclusion of the academy, each fellow will have the opportunity to share their research through a presentation at MSU and will be published as an A-CAPPP Backgrounder.

The academy for 2013 consists of professionals from L'Oreal, DuPont, Bristol-Myers Squibb, Johnson & Johnson, Qualcomm and Living Essentials.

A-CAPPP's Work Featured on NBC Learn

Evangelyn Alocilja, A-CAPPP partner, and Jeremy Wilson, Director of A-CAPPP, were featured in an NBC Learn 11-part series called Science of Innovation. Produced by NBC Learn, in collaboration with the National Science Foundation and the U.S. Patent and Trademark Office, the series explores the process of innovation. The series is a free online resource for anyone to view, but is geared for teachers to utilize in their classrooms to help spark further discussions.

A-CAPPP's feature, called Anti-Counterfeiting Devices, explores the science behind verifying product authenticity. The 6 minute segment first introduces viewers to product counterfeiting, the A-CAPPP program and its partnership with MSU College of Engineering. Dr. Alocilja's research on using nanoscale particles to verify product authenticity was highlighted and the science explained.

To view the segment, [click here](#).

On-line Victimization Research Released

A-CAPPP team members Justin Heinonen, Thomas Holt, and Jeremy Wilson released new research on on-line victimization relating to product counterfeiting. "Product Counterfeits in the Online Environment: An Empirical Assessment of Victimization and Reporting Characteristics" examines 2009 and 2010 compliant data from the Internet Crime Complaint Center to learn about the characteristics, costs, and reporting of on-line product counterfeiting incidents. As e-commerce continues to grow, the opportunity for the sale and distribution of counterfeit products will increase. This research discusses the findings for advancing theory and future research to combat the problem.

The research was recently summarized as an A-CAPPP Backgrounder series, "Victims and Reporting of Counterfeit Products On-Line: Evidence from Complaint Data." The backgrounder provides a summary of the research that was published in the International Criminal Justice Review.

To view the research summary, [click here](#).

Responding to Michigan's Market for Product Counterfeiting

Team members from A-CAPPP presented at a policy forum hosted by the Institute for Public Policy and Social Research (IPPSR) earlier this year. The presentation, "Counterfeit Products: Bad for the Economy, Bad for Michigan" was delivered by A-CAPPP team members Justin Heinonen, John Spink, and Jeremy Wilson. Derryk Burgess, a criminal investigator with the U.S. Department of Homeland Security also assisted with the presentation.



The speakers discussed characteristics of counterfeiters, with a focus on what type of products are counterfeited, how to recognize a counterfeit product, and how to report suspicious products. Experts also discussed the impact that counterfeiting has on Michigan and the role that policymakers play to combat product counterfeiting.

To view the presentation, [click here](#).

In This Issue

[A-CAPPP Launches Industry Academy](#)

[A-CAPPP Featured on NBC Learn](#)

[New Research Released](#)

[Michigan Product Counterfeiting](#)

Team Feature



Roger Calantone

Dr. Calantone is the Eli Broad Chaired University Professor of Business at The Eli Broad Graduate School of Management at Michigan State University and Director of the Institute for Entrepreneurship and Innovation. Dr. Calantone is also adjunct professor of Management and Economics, and has been recognized as an MSU University Distinguished Faculty. In 2009 he was honored as a Leading Researcher by the International Association for the Management of Technology, an award given every five years, for the second time. In addition, Dr. Calantone lends his expertise by serving as a team member of the Anti-Counterfeit and Product Protection Program (A-CAPPP).

Dr. Calantone's current collaboration efforts with the A-CAPPP are on areas of risk assessment and estimation, and types of illegitimate product counterfeiting markets. He is also serving as a faculty advisor for the A-CAPPP Industry Academy. Dr. Calantone will provide support and advise an Industry Academy fellow on his research project, where a briefing and A-CAPPP Backgrounder will be produced later this year.

Criminal Justice Student to Intern with Qualcomm

Qualcomm has selected MSU Criminal Justice student, Patrick Shealan, for its summer 2013 internship. Patrick was selected to intern with Qualcomm's Global Security Department. He will be spending most of his time within the Brand Protection area. He is a junior, seeking the Security Management Specialization.

For more information on our internship program, contact Tim Homburg, 517.432.3197, timhomburg@scc.msu.edu

New A-CAPPP Staff

Rod Kinghorn, formally an inaugural A-CAPPP Industry Advisory board member and A-CAPPP Industry Fellow, recently joined the A-CAPPP team in a new capacity. Rod will serve as an A-CAPPP outreach specialist. In this role, Rod will work with industry partners to facilitate A-CAPPP activities.

Prior to joining A-CAPPP, Rod was the General Director of Global Security at General Motors where he was responsible for GM's Global Security Operations. Rod is also a graduate of Michigan State University School of Criminal Justice.



Recent A-CAPPP Activities

Publications

Victims and Reporting of Counterfeit Products On-Line: Evidence from Complaint Data, Anti-Counterfeiting and Product Protection Program Backgrounder Series, by Justin Heinonen, Thomas Holt, and Jeremy Wilson.

Product Counterfeits in the Online Environment: An Empirical Assessment of Victimization and Reporting Characteristics, International Criminal Justice Review, by Justin Heinonen, Thomas Holt, and Jeremy Wilson.

Import Risks of Food Fraud, chapter in Improving Food Import Safety, by John Spink.

Presentations

The following presentations are from the 2012 American Society of Criminology Conference:

"Counterfeits by Another Name: Exploring Consumers' Understanding of Unauthorized Replica Products", by Roy Fenoff and John Spink.

"Cue Utilization in the Product Authentication Process", by Zoltan Levente Fejes and Jeremy Wilson.

"Comparative Assessment of Public Policy Decision-making with Uncertain Statistics: Supporting Intellectual Property Initiatives", by John Spink, and Zoltan Levente Fejes.

"Reviewing our Knowledge of the Product Counterfeiting Event: A Systematic, Theory-based Assessment", by Justin Heinonen, and Roy Fenoff.

"Strategic Countermeasures for Anti-Counterfeiting, Intellectual Property Rights, and Product Fraud: Enabling the Shift to Prevention", by John Spink, and Justin Heinonen.

"Intellectual Property for Creative Upstarts", Michigan State University School of Law, by John Spink.

"Food Fraud", FoxFire Seminar Michigan State University Global, by John Spink.