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.

**A-CAPP Offering NEW Executive Education Seminars**

New this summer, A-CAPP is offering a 3-part professional development seminar that will assist industry professionals to build upon their company’s product and brand protection programs.

Led by David Howard (retired Global Director of Product Protection for the Global Brand Protection Group at Johnson & Johnson), these seminars combine his years of industry experience with A-CAPP’s academic experts to create a unique and valuable learning opportunity for participants.

At the conclusion of the seminar series, participants will have developed tailored strategies for building product risk assessment and mitigation programs and assessing product protection technologies for their company. David will also perform a one-on-one follow up with each participant and their company to review and provide feedback on their strategies.

Depending on the needs of the company’s brand protection program, participants can register for one, two, or all three of the one-day courses.

For more information on this ground breaking series, including registration, please click [here](#).

**Developing Product & Brand Protection Programs**

- **Course 1:** Developing A Product Risk Assessment Program
- **Course 2:** Developing a Product Risk Mitigation Program
- **Course 3:** Assessing Product Protection Technologies

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**Team Feature**

**Leah Evert-Burks**

Leah Evert-Burks has served as Director of Brand Protection for Deckers Outdoor Corporation since the fall of 2009. Deckers is a US footwear company that builds niche brands into global market leaders. Its brands include Teva®, Sanuk®, Tsubo®, Ahnu®, Mozo®, Hoka One One® and UGG®. In her role at Deckers, Leah directs all Anti-Counterfeit programs worldwide for the Deckers’ family of brands, along with supporting litigation against patent infringers. Deckers has been a trail blazer in counterfeit website litigation and in consumer education. She began her legal career in 1984 working as a Paralegal for the U.S. Department of Justice in Washington, D.C. Since that time she has worked primarily in-house for
A-CAPP Releases New Research on Characteristics of Web Retailers that Sell Counterfeit Products

Product counterfeiting is a growing crime whose victims can vary from consumers and corporations to governments and societies. Contributing to this growth is the expansion of internet commerce, where counterfeiters are able to easily apply their illicit trade with little trace.

To help better understand and fight against online counterfeiting, researchers at MSU’s A-CAPP Center offer new research, entitled "Distinguishing Counterfeit from Authentic Product Retailers in the Virtual Marketplace". The full research findings were published in the International Criminal Justice Review, with a summary available as an A-CAPP Backgrounder.

The research explores the differences between counterfeit and authentic product websites. For example, authentic product websites tended to list a U.S. phone/address and have a company-specific email domain. Additionally, the websites were more likely to have a higher quality of content and were on average about a decade old.

While there are may ways to build on this research, knowledge of these distinguishing features can help law enforcement, industry and consumers detect the existence of counterfeit retailers.

A-CAPP Staff Inducted into Hannah Society

Rod Kinghorn, A-CAPP Outreach Specialist and a graduate of Michigan State University School of Criminal Justice, has been inducted into the John A. Hannah Society.

The John A. Hannah Society honors the memory of President Hannah. During his 46 years, he guided the University through its period of greatest physical and philosophical growth.

The John A. Hannah Society is one of ten MSU Donor Societies that recognize the generosity of Spartans who have made outstanding contributions to benefit future generations of MSU students. Among other areas, Rod's contribution will

various corporations for most of her career.

Leah is an active member of the International Anti-Counterfeit Coalition (IACC) and its Subcommittee on Counterfeit Website Legislation and the Payment Provider Initiative; and she was the Co-Chair of the IACC conference in fall of 2012. She also serves as the 2014 Co-Chair for the American Apparel and Footwear Association's Brand Protection Council. Leah has served on an FBI-led Working Group relating to IP Cyber-crimes and helped develop a set of PSAs on IP-Cybercrimes. Leah has been interviewed on the subject of counterfeiting by numerous media franchises including The New York Times, The Wall Street Journal and ABA Journal Magazine, among other publications, and is a frequent speaker on the issue.

Leah became a member of the Center for Anti-Counterfeiting and Product Protection's Industry Advisory Board in February 2014.

Upcoming Events

A Green & White Evening in Washington, D.C.
"MSU’s Reponse to Product Counterfeiting", by Jeremy Wilson
April 2014

American Anti-Corruption Institute Workshop
"Document Examination: Basics for Management and those Charged with Governance", by Roy Fenoff
May 2014

A-CAPP Executive Education Seminar
"Developing A Product Risk Assessment Program" instructed by David Howard.
June 2014

2014 UL Brand Protection
provide much needed support for the A-CAPP Center.

**A-CAPP Outreach Activities**

Since the start of 2014, A-CAPP team members have conducted several outreach activities to help raise the awareness of product counterfeiting, its negative consequences, and lessons A-CAPP has developed to combat it.

In his first time formally representing A-CAPP, the Center’s newest team member, David Howard, presented on pharmaceutical counterfeiting at an interdisciplinary symposium at the University of New Hampshire School of Law. The symposium kicked off with a keynote address by INTERPOL Secretary General Robert Nobel and was then followed by a day long conference. The conference consisted of 3 sessions: public health perspectives, legal issues, and industry perspectives, where David Howard presented "From Reactive to Proactive: A Journey Towards Brand Protection".

Mr. Howard also represented A-CAPP at the 2014 Access to Safe Medicines Global Forum in April. He presented on the disconnect between the risk assessment process and technology selection and deployment in the pharmaceutical industry, introducing concepts aimed at correcting the situation.

Other outreach activities included a law enforcement workshop led by Roy Fenoff on forgery and document counterfeiting, a MSU student workshop on careers in brand protection led by Rod Kinghorn and David Howard, and presentations by Brandon Sullivan at the MSU Graduate Academic Conference and at the Academy of Criminal Justice Sciences (ACJS) conference on terrorism and product counterfeiting.

Jeremy Wilson, A-CAPP Director, also gave several notable presentations. At the 2014 International Security Management Association (ISMA) meeting, he presented "Brand Protection as a Total Business Solution". He also presented to MSU Alum groups at an MSU Green and White Evening in Miami and at the MSU Speaker Series "Coffee with the Profs". Lastly, Jeremy represented A-CAPP and held an informational booth at the first annual Scottish Anti Illicit Trade Symposium.
Let A-CAPP Help You!

The success of A-CAPP is built upon partnerships. We work with organizations and individuals in a large variety of ways. Examples of opportunities include:

- Delivering on-site executive education-
- Creating custom training and education programs-
- Conducting research & benchmarking on critical questions and problems-
- Hosting executive and policy forums on emerging topics-
- Providing highly qualified and motivated interns-

If you would like to partner with or support the A-CAPP in some way, please contact Jeremy Wilson at jwilson@msu.edu

www.a-capp.msu.edu

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