NEW PRACTITIONER’S JOURNAL

In partnership with UI, the A-CAPP Center announced the upcoming launch of a new journal written exclusively for the brand protection community. The Brand Protection Professional (BPP) will be a quarterly resource for in-house brand protection practitioners that reports on brand protection issues, research and professional information. In order to report on these essentials, The BPP aims to enhance brand protection through an accessible, comprehensive forum containing essential information authored by brand owners, academics, law enforcement, industry associations and legal professionals.

Expert contributors will provide coverage on strategy assessments, cutting-edge research, best practices, legislative news and analysis, case studies, crucial trends, resources, opportunities and other information of interest to the brand protection community.

The journal benefits from a leadership team comprised of both industry and academic experts. Leah Ever-Bults, A-CAPP Center Industry Fellow, serves as managing editor while Jeremy Wilson, A-CAPP Center Director and School of Criminal Justice Professor, serves as executive editor. Additionally, the editorial board consists of an interdisciplinary group of senior academics at MSU and brand protection experts from industry.

More information, including how to register for a free subscription, can be found here.

BRAND PROTECTION RECOGNITION

In the spirit of championing intellectual property protection, innovation and creativity, the A-CAPP Center announced its first Brand Protection Hero Award. This award will honor 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. The recipient of the award will be selected by a committee. The nomination period is open now through August 1, 2016 and open to industry practitioners, government and law enforcement officials, academics and other individuals worldwide. Who will you nominate?

THE A-CAPP CENTER TEAM EXPANDS

From what started as a program within MSU’s School of Criminal Justice and has expanded into an independent university center, the A-CAPP Center continues to reinforce its footprint in the fight for product and brand protection with another expansion to its organizational structure.

The Center recently promoted and added staff members, welcomed additional fellows to its Industry Fellowship program and formalized an internal student internship program.

STAFF

Kari Kammel, formally an Outreach Specialist, was promoted to the Assistant Director of Education and Outreach. In this role, Kari will support the continued growth and development of the Center’s program.

Teresa Eubank

Joins the A-CAPP Center as an Administrative Assistant. Teresa has a wealth of administrative experience both in academia, utilities, and in the private sector. She holds a B.A. and M.S. in Criminal Justice from Saint Leo University in Norfolk, Virginia. Teresa will provide a range of administrative support to the A-CAPP Center, its teams, programs and initiatives.

INDUSTRY FELLOWS

The Center continues to expand its fellows program and welcomes to additional recently retired industry professionals.

Ron Davis recently retired from Qualcomm as the Senior Director of Brand Protection, where he was responsible for management of their global brand protection/Intellectual property rights investigations and forensic evictions. Ron is also GSPC’s Vice Chairman Emeritus and “Goodwill Ambassador” to the United States. As a brand protection professional for most of his career, Ron will lend his expertise to the Center’s educational program, including Instructing Brand Protection in China, an executive education seminar held for this fall.

Roland Pann recently retired after over 37 years with DuPont in numerous marketing assignments ranging from Corporate Business Integration, focusing on Brand Protection activities, to DuPont’s Polymers businesses, working primarily in the automotive industry and several other markets. He established DuPont’s first Corporate Brand Protection Center of Excellence, Roland will also contribute his expertise to the Center’s educational program.

EDUCATIONAL OPPORTUNITIES

Brand Protection in China

Seminar in person

October 9, 2016

9am – 4pm

new information

Understanding Product Counterfeiting

Course online

July 14-Aug 15, 2016

new information

Risk Assessment Strategy for Product Counterfeiting

Seminar in person

new information

Investigating Product Counterfeiting

Seminar in person

new information
and other resources, including The Brand Protection Professional.

STUDENT INTERNS/EXTERNS
Joining the A-CAPP Center for the summer are 6 students from a variety of disciplines at Michigan State University. The internships provide opportunities to learn about anti-counterfeiting and product protection and its application to various fields.

Andy Grayson, a MA student in the Health & Risk Communication program, will be working on marketing strategies for the Center, as well as an article on crisis communication for brand protection in The Brand Protection Professional.

Sperence Simon, a 5th student in the School of Criminal Justice will work with Center faculty and staff on various research and administrative projects.

Christopher Mihaka, a LLM student in the Intellectual Property, Information, and Communications Law program, Jian Zhen and Lernay Neely-Young, both JD students, and Veronique Teber, a MA student in Public Policy, will be researching federal and state intellectual property statutes as they relate to counterfeiting of consumer goods and packaging.

INDUSTRY SUPPORTS VITAL RESEARCH
As reports suggest that the product counterfeiting problem continues to grow, many firms are increasingly recognizing the need to address this threat. With Bills research on the extent of the product counterfeiting or how best to combat it, some in industry are partnering with the A-CAPP Center to help advance these areas. Through the support provided, A-CAPP Center researchers were able to conduct two separate studies, with a third in process, that will benefit industry, policy makers, other government officials, and scholars.

The first study, supported by DuPont, analyzed the brand protection programs of various large global firms to determine what correlations existed between the success of a brand protection program and its organization and structure, Organizing for Brand Protection and Responsibly to Product Counterfeiting: An Analysis of Global Firms provides these findings, including best-practices, success measurements, and other emerging issues.

The second study was supported by Qualcomm and the Qualcomm Foundation and allowed Center researchers to examine current approaches for measuring product counterfeiting. Through these assessments and overviews of the various levels of measurement, unit of observations, and types of methodologies, the findings are meant to provide guidance to those when planning to conduct measurement activities, Measuring the "Unmeasurable": Approaches to Assessing the Nature and Extent of Product Counterfeiting discusses the research and findings in detail and Measuring Product Counterfeiting: Insights from Current Research and Practice provides a summary through an A-CAPP Center Backgrounder. An additional article was published based on this study, "Through Interviews with Brand Protection Professionals in Various Brand Owners' Industries, Brand Owners' Approaches to Assessing the Risk of Product Counterfeiting identifies practices and challenges for measuring the extent of product counterfeiting.

A third study is currently in process through support from Doby Laboratories. The study will interview stakeholders of various large global firms to better understand their approaches and experiences relative to estimating the value and return on investment (ROI) of brand protection programs. This study aims to provide findings to assess how and why they are chosen and provide guidance on establishing a model, even with unquantifiable performance metrics.

If you are interested in partnership opportunities, please contact the Center Director, Jeremy Wilson.

RECENT ACTIVITIES
OUTREACH
Kari Kammler represented the A-CAPP Center at the International Trademark Association (INTA) Brand and Sports Conference in New York, March 2016

Kari Kammler represented the A-CAPP Center at the Interdisciplinary Conference on Cybercrime in Michigan, March 2016


Jeremy Wilson, Kari Kammler, Rod Kinghorn, and Leah Evers-Silvis represented the A-CAPP Center at the International Anti-Counterfeiting Coalition (IACC) Conference in Orlando, May 2016

PUBLICATIONS
Virtual Communities as Guardians Against Product Counterfeiting in the Athletic Footwear Industry, A-CAPP Center Backgrounder

UPCOMING EVENTS
The Anti-Counterfeiting Group IP Roadshow
The event will be in attendance September 10, 2016 Wolfsberg Resources York, United Kingdom

International Law Enforcement IP Crime Conference
The event will be in attendance September 19-20, 2016 London, United Kingdom

Brand Protection in China
October 6, 2016 8am-9:30am Lansing, Michigan

more information