



A-CAPP Center Newsletter

Greetings!

We hope you enjoy our latest newsletter filled with updates on the A-CAPP Center.

Forward
newsletter

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The A-CAPP Center Hosts Strategy Summit and Releases Proceedings Report



In partnership with UL, Dolby, Inc., Kellogg Company, and L Brands, the A-CAPP Center hosted its first brand protection conference, held exclusively for brand owners, academia, and law enforcement.

Held in early October 2015, the Brand Protection Strategy Summit featured

ground-breaking research from world-renowned scholars, field-driven insight from globally recognized industry and law enforcement leaders, engaging discussions about current and emerging challenges and strategies, and great networking opportunities for attendees, part of both formal and social events.

Through interactive discussion, participants learned and shared their expertise on topics, such as brand protection strategies in China, cyber security, counterfeit measurement methodologies, advancing public-private partnerships and workforce training and education. Other highlights included a showcase of the A-CAPP Center's research, The Future of Brand Protection, Benchmarking Brand Protection Programs, and Counterfeit Networks, as well as keynote presentations from the Director of the National Intellectual Property Rights Coordination Center and the Chair of MSU's Supply Chain Department.

The Summit received remarkable feedback and gained national attention, when it was noted in a press release issued by the U.S. Department of Homeland Security Investigations, Immigration and Customs Enforcement.

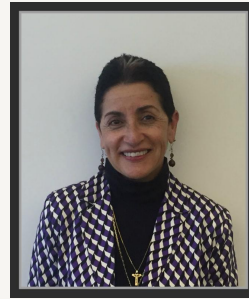
As a supplement to the Summit, the A-CAPP Center published, [The 2015 A-CAPP Center Brand Protection Strategy Summit: Learning From Partnerships](#), which summarizes many of the discussions that occurred over the two days.

[read paper](#)
[read press release](#)

Students Tackle Counterfeiting

The A-CAPP Center continues to partner with the School of Criminal Justice and other academic units to offer students unique opportunities with brand and product protection research.

Team Feature



Vivian Vassallo

Vivian E. Vassallo is the Senior Director of IP Protection and Enforcement at Dolby Laboratories, Inc. and A-CAPP Center Industry Advisory Board Vice President.

Vivian joined Dolby in 2005, where she established its Global Compliance field. More than 10 years later, she is now responsible for the development and execution of Dolby's IP Protection Programs, where her responsibilities range from contract compliance, audits and investigations to supporting efforts of global law enforcement and border protection agencies and managing an extensive retail monitoring effort.

Vivian has over 25 years of experience in global channel sales, marketing and compliance with expertise in analyzing and negotiating complex international business issues, resolving disputes and developing policies to meet corporate business compliance and brand protection enforcement goals.

Prior to Dolby, Vivian served as Product Marketing and Business Compliance Manager at 3Com Corporation. In this role, she led a cross functional team addressing Gray Market and Anti-counterfeiting efforts. Vivian served two terms in the AGMA board of directors and is currently



Undergraduate students, Marissa Helmick and Matt Maher, have been working with the Center since September 2015. Both assist with various outreach and research at the A-CAPP Center. Matt will continue learning about the world of brand protection this summer at Caterpillar, where he will intern in the Global Security and Corporate Intelligence department.

Graduate students, Lev Fejes and George Adams, continue their work in the field with various research projects. Lev recently defended his dissertation proposal on applying core criminological theories to the consumption of counterfeit goods in an Eastern European region and received a dissertation completion fellowship to facilitate continued concentration in this area. Lev is also contributing to an A-CAPP Center article on hot products in product counterfeiting.

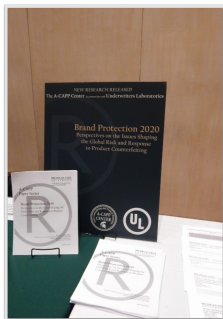
George continues to work with Dr. Kennedy and recently showcased a research poster at the A-CAPP Center Brand Protection Strategy Summit. The poster focused on empowering consumers as guardians against purchasing counterfeit athletic footwear online. George will defend his full research on this topic and will be earning his Masters in Criminal Justice spring 2016.



New to the Center, graduate student Fiona Chan joined the team this past semester. Fiona is working with Drs. Wilson and Sullivan examining characteristics and common themes of product counterfeiting and brand protection benchmarking.

The Future of Brand Protection

In partnership with Underwriters Laboratories, the A-CAPP Center released new research at the 2015 International Intellectual Property Crime Conference in Buenos Aires, Argentina.



Brand Protection 2020: Perspectives on the Issues Shaping the Global Risk and Response to Product Counterfeiting provides context for developing a response to product counterfeiting. It compiles the ideas and perspectives of a diverse array of experts, including representatives of brand owners, industry associations, law-enforcement agencies, private service providers, and academia, who are leaders in the global fight against product counterfeiting. In particular, it identifies and discusses critical aspects of the counterfeiting problem that need to be considered over the next five years.

[read paper](#)

New Advisory Board Members

The A-CAPP Center welcomes new members, Richard Rytman and Shaila Vaidya, to the Industry Advisory Board.

Fiat Chrysler Automobile joined the board in November 2015 and is represented by Richard Rytman, Head of Security Operations and Business Travel. The addition of FCA builds the board to 10 brand owning companies and 1 government agency.

a member of the BPI Leadership Board and the A-CAPP Center Industry Advisory Board.

Recent News

A-CAPP Center Partners & Staff Awarded

The A-CAPP Center Director, Jeremy Wilson, recognized partners and staff at the 2015 A-CAPP Center Brand Protection Strategy Summit, held this past October.

Brian Monks, the Vice President of Corporate Anti-Counterfeiting Operations at UL and A-CAPP Center Advisory Board member and



President received the A-CAPP Center Pioneer Award. Now, in its third year, the award honors individuals who have significantly contributed to the development of the A-CAPP Center.

Additionally, Cliff Grammich, Academic Fellow, and Sara Heeg, Business Manager, both received special awards at the Summit for their contributions to the A-CAPP Center.

In a separate event, Leah Evert-Burks was awarded an Emmy for Best Public Service Announcements.



Leah, an Industry Fellow with the A-CAPP Center, served on a

FBI working group that produced a series of PSA's on counterfeit products and connections to human rights violations.

Research Project Awarded

Jay Kennedy was awarded support for his project, *Michigan Residents' Use of the Internet to Purchase Cigarettes and Pharmaceuticals: Implications for the Collection of Sales Taxes, Product Counterfeiting and Public Health*. Support was awarded by the Institute for Public Policy and Social Research (IPPSR) through the Michigan Applied Public Policy Research (MAPPR) Grant Program at Michigan State University.

Education

IN-PERSON SEMINARS

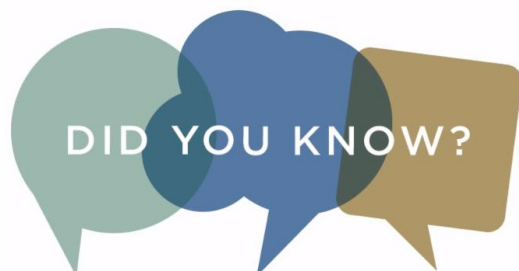
- Brand Protection in China
- Investigating Product Counterfeiting
- Supply-Chain Security

WEBINARS

- Product Risk Assessment & Mitigation
- Investigating Product Counterfeiting

Former board VP, John Dowd, retired in January 2016 from DuPont and Shaila Vaidya was selected to replace John in his seat on the board. Shaila is the Global Anti-Counterfeit and Brand Protection Leader, Crop Protection.

Look to learn more about each member in future newsletters.



...that the A-CAPP Center offers several opportunities to learn about anti-counterfeiting and product protection? And they are open to both students and working professionals?

EXECUTIVE EDUCATION

For brand protection professionals

March 29-30: WEBINAR
Risk Assessment Strategy for Counterfeit Products

June 8: WEBINAR
Investigating Product Counterfeiting

Fall 2016 IN-PERSON SEMINAR
TBD

ACADEMIC COURSES

Online undergraduate and graduate courses

Summer 2016: CJ491 (undergraduate)
Introduction to Product Counterfeiting

Summer 2016: CJ809 (graduate)
Understanding Product Counterfeiting

CERTIFICATE

Online graduate certificate in anti-counterfeiting criminology

Complete 1 required and 3 electives. Multiple courses and disciplines to choose from in Spring, Fall and Summer semesters

For more information on the A-CAPP Center's Education Program, please visit our [website](#) or [email](#) Kari Kammel.

Outreach

Jeremy Wilson represented the A-CAPP Center and spoke on the future of brand protection at the **5th Regional Intellectual Property Crime Conference** in Dubai, UAE.

Jeremy Wilson represented the A-CAPP Center at the **Fall International Anti-Counterfeiting Coalition Conference** in Denver, Colorado.

A-CAPP Center team members, Brandon Sullivan (chair) and Jay Kennedy, hosted a panel at the **American Society of Criminology Annual Meeting** in Washington, DC, discussing pharmaceutical counterfeiting characteristics, offender roles, and patterns of schemes. Additionally, Dr. Sullivan presented a paper on financial terrorism.

[more information](#)

BEGINNING MARCH 2016

Upcoming Events

The A-CAPP Center will be attending the following events. Stop in and see us!

International Trademark Association

Brand and Sports Conference
New York, New York
March 15-16, 2016

Academy of Criminal Justice Sciences

Annual Meeting
Denver, Colorado
March 30, 2016

International Anti-Counterfeiting Coalition

Spring Conference
Orlando, Florida
May 18-20, 2016

International Trademark Association

Annual Meeting
Orlando, Florida
May 22-25, 2016

UL Latin American Brand Protection Conference

Regional Meeting
Miami, Florida
June 22-23, 2016

[all events](#)

As part of the **A-CAPP Center Colloquium Series**, Leah Evert-Burks presented, *Combating Product Counterfeits: An Industry Perspective* on the campus of Michigan State University.

Brandon Sullivan represented the A-CAPP Center and discussed his research on criminal schemes at the **Midwestern Criminal Justice Association Annual Meeting**.

The A-CAPP Center attended the **9th International Law Enforcement Intellectual Property Crime Conference** in Buenos Aires, Argentina, where, through a partnership with Interpol and UL, David Howard taught the last Executive Education seminar for 2015.

Jeremy Wilson represented the A-CAPP Center and spoke on counterfeiting at the **Canadian Studies Center Meeting** on the campus of Michigan State University.

Kari Kammel represented the A-CAPP Center at the **Midland Research Institute for Value Chain Creation Summit**.

Publications

The 2015 A-CAPP Center Brand Protection Strategy Summit: Learning From Partnerships, A-CAPP Center Paper Series

[read](#)

Brand Protection 2020: Perspectives on the Issues Shaping the Global Risk and Response to Product Counterfeiting, A-CAPP Center Paper Series

[read](#)

Charting the Course: The Roles and Responsibilities of Ocean-going Transportation Intermediaries in the Distribution of Counterfeit Goods, A-CAPP Center Paper Series

[read](#)

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