

Greetings!

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

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### **The A-CAPPP Expands Industry Advisory Board**

The A-CAPPP has added two new member companies to its Industry Advisory Board. Earlier this spring, DuPont joined the board and Underwriters Laboratories joined just this past summer. The board is represented by six different industries that are on the forefront of brand protection. This diversity is crucial to the A-CAPPP developing and achieving strategic goals that are well rounded and reflective of current brand protection concerns.

John P. Dowd II joins our A-CAPPP board from the DuPont Company. John is a 33 year veteran of DuPont and is currently the Global Brand Protection Director for DuPont's Crop Protection Business. John also sits on DuPont's Corporate Brand Protection Council and has extensive experience working with industry associations.

Brian Monks also joins our A-CAPPP board from Underwriters Laboratories (UL). Brian has been with UL for 30 years and has worked in the intellectual property enforcement area for over 18 years. He is currently the Vice President of Anti-Counterfeiting Operations and works closely with national and international law enforcement agencies that identify and seize counterfeit products.

[View the A-CAPPP Advisory Board](#)

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### **A-CAPPP Releases New Backgrounders**

Two new research articles were published in the A-CAPPP Backgrounder Series this summer. The full research articles were first published online last November in the International Journal of Comparative and Applied Criminal Justice (IJACAJ), where Jeremy Wilson and Steve Chermak served as the special editor.

["Portraying Product Counterfeiting in the News"](#), by Brandon A. Sullivan and Steven M. Chermak, summarizes

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### **Team Feature**



**Peter Hunt**

Peter Hunt is the Director of Global Brand Security leading the Worldwide Sales & Discount Fraud Program, the Worldwide Services Fraud & Compliance Program, and the Worldwide Supply Chain Security Program at Hewlett-Packard. Peter represents Hewlett-Packard as a member of the A-CAPPP Industry Advisory Board. His current responsibilities focus on minimizing the availability of illicit product in the market place that erodes pricing and tarnishes the brand. Mitigation efforts include: layering fraud prevention tools and processes into HP's "go to market" practices and transaction systems; reducing the cost of warranty through partner compliance audits and

research on how the media depicts product counterfeiting. The researchers analyzed random news stories that referenced product counterfeiting, looking at the story type, product type and source type. They also discuss implications for understanding how the public and policymakers understand the crime.

"The Use of Cues in the Consumer Product Authentication Process", by Levente Z. Fejes and Jeremy M. Wilson review the processes consumers use to differentiate between genuine and counterfeit products. They develop a framework that helps to explain the reasoning behind cue utilization in this process and discuss how this might be used for future research initiatives, anti-counterfeiting strategies and enforcement.



## Upcoming Research

With the start of the 2014 academic year just days away, several of A-CAPPP's doctoral students are already underway with several new research projects. The projects are supported through the School of Criminal Justice and the A-CAPPP.

Brandon Sullivan received a fellowship to examine product counterfeiting schemes committed by political and religious extremists in the United States since 1990. Brandon will utilize the Extremist Financial Crime Database (EFCDB) to analyze counterfeiting by extremists and the A-CAPPP National Incident Database to analyze counterfeiting by non-extremists. The end result of his year-long fellowship will be two research papers. One will describe schemes committed by extremists and the other will compare these schemes to other schemes committed by non-extremists.

Lev Fejes and Roy Fenoff both received a fellowship to conduct research based on criminologist Ronald Clarke's theory that thieves target certain items over others. He termed such items "hot products" and used the acronym "CRAVED" to summarize their attractive features: **C**oncealable, **R**emovable, **A**vailable, **V**aluable, **E**njoyable and **D**isposable. Roy and Lev will apply Clarke's theory to counterfeit products. They will consult multiple data sources, including the A-CAPPP's National Incident Database, to identify these key features, providing brand owners, law enforcement and researchers a systematic way to identify types of products more prone to counterfeiting.

Ksenia Petlakh, Lev Fejes and Roy Fenoff all received assistantships from the School of Criminal Justice to assist the A-CAPPP with their research projects throughout the year.

[View more on our investigators](#)

investigations; designing and implementing physical security and internal controls across HP's E2E supply chain. Peter has held senior roles at Fortune 50 companies for the last 20 years operating risk-based global security programs and delivery models. Previous positions include Digital as well as Compaq where he was the Global Security Director. He also lived in Singapore for four years ending in 2012 and operationally directed Hewlett-Packard's anti-counterfeiting investigations and enforcement throughout Asia and has worked extensively in China, India and SEA. Peter attended Northeastern University, where he earned a Bachelor in Science from the School of Criminal Justice. His professional accomplishments and experience in the brand protection area further enhance the capacity of the Advisory Board in providing support and guidance to the A-CAPPP.

## A-CAPPP Partner Earns Ph.D.

Congratulations to Doug Moyer, who earned a Ph.D. from the MSU School of Packaging!

Doug's dissertation was entitled : The Influences of Organizational Behavior on Corporate Packaging Decision Makers for Durable (Repairable) Goods Producers". His research explored how select organizational behaviors influence packaging decision-makers (PDM's) and subsequently how packaging designs mitigate or create corporate risks, including brand reputation. Doug's major finding was that not all corporations have PDM's. These corporations incur packaging-related risks knowingly or

## Brand Protection Internships

This summer, the School of Criminal Justice's internship program had several students placed for summer internships in the areas of Safety & Security, Loss Prevention, Insurance Fraud, Emergency Planning and Preparedness and Corporate Security across various industries. Two of these students were able to experience anti-counterfeiting efforts first hand through time spent in the Brand Protection departments at Hewlett-Packard and Qualcomm.

John Kilchenman, a senior specializing in security management, was selected by Hewlett-Packard. His focus within Brand Protection is in the areas of Sales and Discount Fraud (SDF) and Services Fraud and Compliance (SFC). Pat Sheahan, a senior, was selected by Qualcomm. While Pat did spend time in the Brand Protection department, he was also given the opportunity to work in other departments, including International Security, Customer Engineering Security and QGov Security. Both John and Pat have a few weeks left and they will be sharing their experience with A-CAPPP in an upcoming newsletter.

As a follow up to an article we did last fall, after completing his internship at Qualcomm last summer and earning his degree from the School of Criminal Justice, Peter Cichowski was offered a position at Qualcomm. Peter works with the Infrastructure Security team as an Associate Security Specialist. The team is responsible for the security features of all existing and future Qualcomm facilities.

For more information on the School of Criminal Justice's internship program contact Tim Homberg.

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otherwise. The need to strategically manage packaging decisions is due to routine product innovation, evolving packaging science, and emerging corporate strategies. This is particularly relevant to corporate anti-counterfeiting strategies and effective packaging-based countermeasures.

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