

A-CAPPP Newsletter

Anti-Counterfeiting and Product Protection Program
Michigan State University



Baker Hall, Michigan State University

We are happy to share with you our second issue of the Anti-Counterfeiting and Product Protection (A-CAPPP) eNewsletter. Here, you will find updates on current news, research, resources and more in an effort to meet the challenges of the global marketplace.

January 2012

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Executive Education Courses

Instructor: John Spink,
Ph.D.

Future Courses:

[January 24-25, 2012,](#)
Risk Workshop,
Michigan State University

[February 7-8, 2012,](#)
Food Fraud,
Michigan State University

To learn more on Executive Education Opportunities, including custom workshops, [click here.](#)

A-CAPPP AND MICHIGAN STATE POLICE COLLABORATE ON IP ENFORCEMENT TRAINING

MSU's Anti-Counterfeiting and Product Protection Program has partnered with the Michigan State Police in a project to assist law enforcement agencies with the enforcement of intellectual property violations.

The project was funded by the U.S. Bureau of Justice Assistance. It will deliver a training program on intellectual property crime enforcement for local and state law enforcement officials. This program will also help with general awareness through the development and dissemination of training and orientation videos.

[\(more\)](#) 

A-CAPPP DEFINES FOOD FRAUD

A-CAPPP Associate Director, John W. Spink, and MSU College of Human Medicine Adjunct Instructor, Douglas C. Moyer, recently had their article, "Defining the Public Health Threat of Food Fraud", published in the Journal of Food Science.

This article is significant because it defines economically motivated adulteration, or food fraud, and is the first to do so for industry. It also directly addresses some of the FDA deliverables in a recent report from the Government Accountability Office (GAO) [\(more\)](#) and unanswered questions in the January 2011 Food Safety Modernization Act. [\(more\)](#)

According to the article, food fraud, including the more defined subcategory of economically-motivated adulteration, is a food protection threat that has not been defined or holistically addressed. The intent of the article is to provide a base reference document for defining food fraud and addresses the public health threat. It will serve to facilitate a focus shift from intervention to prevention by providing a starting point for future food science, food safety, and food defense research.

To read the full article, [click here](#). 

Team Member Highlight



David Howard

Mr. Howard is the Global Director of Product Protection for the Global Brand Protection Group of Johnson & Johnson. Mr. Howard's responsibilities include product and package protection through the use of process and technology advancements for the Medical Devices and Diagnostics; Consumer; OTC; and Pharmaceutical divisions of Johnson and Johnson. Mr. Howard is a 1981 graduate of Michigan State University with a BS degree in Packaging Engineering. He also holds a 2005 Masters of Business Administration in Global Management Degree. Mr. Howard has spent his career working for various small, medium and large corporations including Kliklok Corporation, Omark Industries, Bristol-Myers Squibb, and has spent the past 18 years with increasing responsibilities at Johnson and Johnson pharmaceutical and

ON-LINE IP THEFT

Dr. Jeremy M. Wilson, A-CAPPP Director, presented a research paper, "Examining the Correlates and Reporting of On-Line Product Counterfeiting Victimization" at the Intellectual Property Rights (IPR) Center Symposium on On-Line IP Theft in September, 2011. The paper was co-authored by Thomas J. Holt, Ph.D., and Justin A. Heinonen, Ph.D.

MSU's Anti-Counterfeiting and Product Protection Program was also represented at the conference by Dr. John W. Spink, Zoltan Levente Fejes and Douglas Moyer through other presentations on counterfeiting. Various industry leaders also shared information on On-Line IP Theft.

"Examining the Correlates and Reporting of On-Line Product Counterfeiting Victimization" reports that on-line product counterfeiting is on the rise. This, in large part, is due to the growing pace of e-commerce, which has helped facilitate the sale and distribution of counterfeit products. Consumers can not validate goods prior to purchasing and this opens the door for fraud. As reported, the two common types of on-line fraud are passing a manufactured copy of an original retail item and non-delivery of goods. Several hundred billion dollars are lost annually just in the distribution of counterfeit products over the internet.

The research paper examines the victimization reported to the Internet Crime Complaint Center (IC3), and discusses the implications of the findings. IC3 is a partner of the National White Collar Crime Center (NW3C), whose mission was reflected during Wilson's presentation at the IPR earlier this year. The research paper serves as a stepping stone for further research that will help to improve law enforcement and industry prevention and response, increase victim reporting and advance the knowledge about the nature of such crimes.

To read the full paper, [click here](#). 

medical device divisions in California, Texas and New Jersey. Mr. Howard is the elected Chairman of the International Authentication Association and has served on the IAA board since its inception in 2007. Mr. Howard was selected in August, 2011 as president of the A-CAPPP Industry Advisory Board. He also supports authentication and anti-counterfeiting efforts in various partnerships and on multiple fronts around the globe.

A-CAPPP Names Academic Fellows

Jeremy Wilson, A-CAPPP Director, recently named William Stadler and Cliff Grammich as Academic Fellows. In their roles, William and Cliff will be collaborating with A-CAPPP members on various research projects.

William is a visiting professor in the Department of Criminal Justice and Criminology at the University of Missouri-Kansas City (UMKC). He holds a Ph.D. in Criminal Justice from the University of Cincinnati Corrections Institute (UCCI).

Clifford holds bachelor's, master's, and doctoral degrees in political science

MICHIGAN SUPPORTS A-CAPPP RESEARCH

Over the last two years, Michigan State University based Institute for Public Policy and Social Research (IPPSR) has provided support for A-CAPPP research. In December of 2010, A-CAPPP received funding for two separate research activities on product counterfeiting in Michigan. A-CAPPP again received funding in November 2011 to continue this research.

The first was titled "Product Counterfeiting in Michigan: Articulating the Risk". ([click here for related backgrounder](#)) The lead principal investigators were Justin Heinonen, Ph.D., and Jeremy M. Wilson, Ph.D. The objective of the research was to critically examine the characteristics and scope of Michigan counterfeiting cases to increase understanding of counterfeiting.

The second was titled "Product Counterfeiting Among Michigan Residents, Utilizing the State of the State Survey". The lead principal investigator was John Spink, Ph.D. The objective of the research was to survey the state of Michigan citizens to understand their awareness and concerns of counterfeit product.

The most recent funding will support continued research by Dr. John Spink on counterfeiting awareness and concern trends via a longitudinally study. He will be joined by Dr. Justin Heinonen for this project. "This project is important since we will be closely following the trends of State of Michigan citizens. The insight will help support policy making here in the state, including helping with awareness messaging", says Dr. Spink about his ongoing research on counterfeiting in Michigan. This research project and publication is proving to be very significant. Dr. Spink and Dr. Heinonen were invited by IPPSR to present the topic at a March 2012 State Congressional Briefing. Federal agencies and scholarly journals have also showed interest in this project. 

from the University of Chicago. He has worked for policy and social research organizations for more than 20 years.

For biographies, [click here](#).

Recent A-CAPPP Activities

A-CAPPP and MSU leaders formally recognized the A-CAPPP Industry Advisory Board members at a reception in East Lansing, October 2011, where the first board meeting was also held. The board met again in December 2011.

John Spink, Ph.D., serving as co-chair of International Organization for Standardization (ISO) Working Group 2 Terminology, is working with ISO team members to establish consensus-based definitions of terms such as fraud and product counterfeiting.

A-CAPPP presented several projects at the annual conference of the American Society of Criminology in Washington, DC, November 2011.

- Intellectual Property Crime: Toward a Global-Local Understanding of Effects and Mitigation, by Jeremy M. Wilson, Ph.D.
- Measurement Issues in Estimating the Economic Impact of Counterfeiting and Piracy, by Zoltan Levente Fejes.
- Counterfeit Pharmaceuticals in Africa: Exploring the Public Health and Economic Effects, by Jeremy M. Wilson, Ph.D.
- Product Counterfeiting in Michigan: Articulating the Nature of the Risk, by Justin A. Heinonen, Ph.D.
- Counterfeit Identity Documents: How Naming Standards Can Alleviate Identity Fraud and Improve Identity Verification, by Roy Fenoff.
- The Media's Portrayal of Financial and Counterfeiting Crimes, by Brandon A. Sullivan.

John Spink, Ph.D., presented "Defining Anti-Counterfeit Strategy regarding the Rogue Website Legislation" at a Congressional Briefing. He also presented "Food Ingredient Intentional Adulteration" at the US Pharmacopeia/Food Chemicals Codex workshop, November 2011.

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