



## Welcome to A-CAPPP

We are excited to invite you to read our inaugural Anti-Counterfeiting and Product Protection (A-CAPPP) eNewsletter which will provide updates on current news, research, resources and more in effort to meet the challenges of the global marketplace posed by counterfeiting and product profiteering. The risk and problem-based research, conducted by the Anti-Counterfeiting and Product Protection Program, will generate insight, processes, and solutions available at the corporate, national and global levels.

We are also proud to announce the launch of A-CAPPP's new website, [www.a-cappp.msu.edu](http://www.a-cappp.msu.edu). The website encompasses the latest news and groundbreaking research through Michigan State University's (MSU) Anti-Counterfeiting and Product Protection Program and such other MSU partners as the international colleges of Social Science, Business, Engineering, Communication Arts and Science, and Law. ([more about A-CAPPP](#))

### **MSU Anti-Counterfeiting and Product Protection Program Establishes Industry Advisory Board**

MSU's Anti-Counterfeiting and Product Protection Program has established an industry advisory board to provide critical external advice and support to A-CAPPP in the development and application of strategic goals and specific objectives.

A-CAPPP was established three years ago after industry leaders challenged Michigan State University to serve as the intellectual leader and to create the interdisciplinary platform of research, education and outreach needed to combat product counterfeiting and intellectual property rights violations around the world.

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## In This Issue

Meet our Industry Advisory Board

The A-CAPPP Product Counterfeiting Incident Database: A Resource for Advancing Research and Policy

Executive Education



### **Executive Education Courses**

Instructor: John Spink, Ph.D.

Next Course:  
October 19 - 20, 2011 Michigan State University

Schedule an employer site-based Executive Education Workshop. Custom workshops can be offered at your workplace tailored to positions and job responsibilities.

The objective of the Executive Education courses is to provide attendees with an insight in the emerging corporate management function of product protection, brand protection, and the growing area of anti-counterfeit strategy. These courses draw on a wide range of current experience and expertise, infusing many real-world applications and problem-solving that will provide framework to be creative and successful in the future.

[\(more\)](#)

"The advisory board will enable us to expand our efforts while simultaneously ensuring that they best meet the needs of industry," said Jeremy Wilson, Director of A-CAPPP. "The participation of our board members demonstrates their commitment to advancing anti-counterfeit strategy, thereby promoting the safety of communities, health of consumers, financial stability of economies and sustainability of private industry."

Several corporations on the forefront of brand protection, including Qualcomm, General Motors and Johnson & Johnson, are serving in leadership roles on the board. ([more](#))

### **MSU Launches Online Anti-Counterfeiting and Product Protection Criminology Certificate**

Michigan State University is now offering the nation's first graduate certificate in anti-counterfeiting and product protection criminology.

The program is run by the Anti-Counterfeiting and Product Protection Program, or A-CAPPP, in MSU's School of Criminal Justice.

"Our new certificate is exciting because it is the first and only of its kind and it helps to facilitate our mission to be the preeminent evidence-based hub for anti-counterfeiting resources," said Jeremy Wilson, Director of A-CAPPP and Associate Professor of Criminal Justice.

Students who successfully complete the 12-credit course will be well positioned to provide strategic anti-counterfeiting and product protection strategies for industry and agencies, Wilson said.

The courses provide a holistic and all-encompassing overview of product counterfeit and brand protection risks. The program includes content focusing on overall criminology theory and international crime.

### **The Health and Economic Effects of Counterfeit Pharmaceuticals in Africa**

by Jeremy M. Wilson and Roy Fenoff

Reports of counterfeit pharmaceuticals in Africa indicate a wide variety of detrimental effects. In addition to those in public health, these include lost revenues to firms that might otherwise be used to develop newer and better



### **Selected Current Research**

Examining the Media Portrayal of Financial Crime and Counterfeiting

Development of Biosensors

Review of Chinese Anti-Counterfeit Research Efforts

Comprehensive and Severity of State-Level Intellectual Property Laws in the U.S.

Examining the Role of Spam in Counterfeiting and Cybercrime

([more about research](#))

### **Recent Publications**

The A-CAPPP program employs vast intellectual resources through access to over 130 cross-disciplinary scholars who focus on consumer behavior, criminal justice and security, packaging, supply chain management, international business, forensic sciences, engineering, food safety, public health, intellectual property rights law, and standards and risk communication. Many of these recognized leaders are conducting groundbreaking research. ([more about publications](#))

products, lost taxes to governments responsible for public health, additional costs firms and governments incur to protect supply chains from counterfeit products, resulting disincentives to foreign investment, and consequent loss of jobs and economic opportunities.

Unfortunately, the exact extent of this problem, and therefore how best to combat it, is unknown. As a first step to address it, researchers at the Anti-Counterfeiting and Product Protection Program (A-CAPPP) of MSU reviewed 30 open-governmental, private organization, and media reports. Most of these sources focus on revenue shortfalls to pharmaceutical manufacturers resulting from counterfeit products, perhaps because of the relative ease of measuring revenue and tax streams. Nevertheless, they also offer insights on the broader health, economic, and social problems resulting from counterfeit pharmaceuticals. [\(more\)](#)

### **The A-CAPPP Product Counterfeiting Incident Database: A Resource for Advancing Research and Policy**

by Jeremy M. Wilson and Justin A. Heinonen

The database is built upon the tenets of problem-solving, the crime analysis triangle, and situational crime prevention. Policymakers can effectively address crime when the characteristics and processes underlying it are identified and examined. Our database captures information about product-counterfeiting suspects, victims, and places, as well as the handlers, guardians, and managers that interact with them. Analyzing such data increases our understanding of the problem and can reveal intervention points for tailoring effective prevention strategies. Such strategies could increase the risk and effort, reduce the rewards and provocations, and remove excuses associated with product counterfeiting. Despite the staggering economic, health and safety effects of product counterfeiting, there are few evidence-based lessons on the problem. A major reason there is so little systematic research on product counterfeiting is that reliable data are typically non-existent or restricted. To address this problem, Michigan State University's Anti-Counterfeiting and Product Protection Program (A-CAPPP) is building the first-ever national open source product counterfeiting incident database. [\(more\)](#)



#### **Team Member Highlight**

Dr. Jeremy Wilson is the Director of A-CAPPP, Associate Director for Research and an Associate Professor in the School of Criminal Justice at Michigan State University. Jeremy has collaborated with police agencies, communities, task forces, governments, and professional organizations throughout the U.S. and the world on many of the most salient public safety problems. Jeremy's research on anti-counterfeiting integrates and draws from his broader interests in the areas of law enforcement, violence prevention, and internal security. [\(profile\)](#)