

Greetings,

Please enjoy the latest issue of the A-CAPPP newsletter. Here you will find updates on activities of the A-CAPPP and its team members from the last few months.

May 2012

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Research Continues on Michigan Counterfeiting



Justin Heinonen, Ph.D., and Jeremy Wilson, Ph.D. recently released a new A-CAPPP Paper titled, "Product Counterfeiting: Evidence-Based Lessons for the State of Michigan." The research examined federal reports, case studies, media accounts and other sources of product counterfeiting in

Michigan. The counterfeited products ranged from pharmaceuticals and auto parts to apparel, jewelry and electronics. Surprisingly, it found that state and local police are often involved in the investigations and that nearly 60% of the suspects were not charged with an intellectual property offense. Reasons for this could be unfamiliarity with IP laws among authorities, the inability of the law to fit the crime or challenges with building cases. Either way, the results indicate a need to review and assess how such offenses are discovered, investigated and prosecuted in order to improve local enforcement of this crime.

To read more on this research, [click here](#).

A-CAPPP team members, John Spink, Ph.D., and Justin Heinonen, Ph.D., also concluded their research on Michigan counterfeiting. In this study, Michigan State University's State of the State Survey (SOSS) was utilized to assess a sampling of Michigan residents on their opinions and experience with product counterfeits. The results provide insight on the perceptions of Michigan residents regarding the threat of counterfeiting and how the State should respond to this problem.

To read more on this research, [click here](#).

Team Member Highlight



Steven Chermak

Steven M. Chermak has been a Michigan State University faculty member since 2005. He earned his Ph.D. from State University of New York at Albany. Dr. Chermak is a Professor in the School of Criminal Justice and part of the A-CAPPP team. Dr. Chermak is also a lead investigator affiliated with The National Consortium for the Study of Terrorism and Responses to Terror (START). The START Center is a U.S. Department of Homeland Security Center of Excellence.

Dr. Chermak's research interests are in the areas of terrorism, the

As reported in our last issue, John Spink, Ph.D. and Justin Heinonen, Ph.D. will be further analyzing the survey results to provide insights on the public perceptions regarding the willingness to purchase known counterfeit products, the expectation and priority for law enforcement to address this and the public health threat of counterfeit medicine purchased by Michigan citizens. The results of this research are expected to be released later this year. 🌟

New Database on Food Fraud

John Spink, Ph.D., co-authored a journal article entitled "Development and Application of a Database of Food Ingredient Fraud and Economically Motivated Adulteration from 1980 to 2010." Along with Jeffrey Moore and Markus Lipp, Dr. Spink collected information from publicly available research to create a database that could be used to identify problematic ingredients and detection methods of food fraud. This article was published online as an early release and will be in the April issue of the *Journal of Food Science*. The database will be published in the US Pharmacopeial Convention's Food Chemical Codex, 8th edition. According to the database, olive oil, milk, honey, and saffron were the most common targets for adulteration. 🌟

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

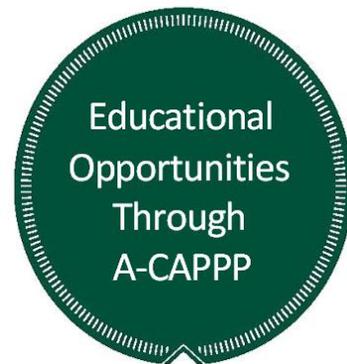
Counterfeiting Countermeasures

John Spink, Ph.D., recently contributed a chapter in the book *Counterfeit Medicines: Volume I. Policy, Economics, and Countermeasures*. The chapter, "Overview of the Selection of Strategic Authentication and Tracing Programmes," is based on experience and expertise gained through engagements and research projects with industry brand owners and security suppliers, government enforcement and prosecution agencies, as well as a wide-range of associations and academic leaders. The approach is interdisciplinary and grounded in the behavioral sciences and criminology with a focus on reducing fraud opportunity. In order to reduce counterfeiting, Dr. Spink writes that one must understand the nature of the fraud and the fraudster. The chapter examines the types of counterfeiters and counterfeiting, the threat and fraud opportunities and, finally, how to develop countermeasures as part of an Anti-Counterfeiting Strategy. 🌟

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

evaluation of strategies used to prevent and respond to crime, and the media's role in relation to crime and terrorism issues.

He has published two books, edited six books, and numerous research reports. His research has appeared in a number of journals including *Criminology and Public Policy*, *Justice Quarterly*, *Policing: An International Journal of Police Strategies and Management*, *Journal of Criminal Justice*, *Criminal Justice Policy Review*, and the *Journal of Crime, Conflict*.



Executive Education

Workshops/short-courses with certification on anti-counterfeit strategy and product protection. Workshops are often custom programs

Next workshop September 26-27, 2012 on Risk Assessment

Graduate Courses

A 3-credit graduate course on anti-counterfeit and product protection

Graduate Certificate

An expanded program for graduate students and working professionals seeking a well-rounded foundation in anti-counterfeiting and product protection

Additional Recent Publications

Political Extremism and Financial Crime in the U.S., National Consortium for the Study of Terrorism and Responses to Terrorism (START), START Research Brief by Steven Chermak, Joshua Freilich and Roberta Belli

Tamper-Evident Packaging in Brand Protection, Anti-Counterfeiting and Product Protection Program Backgrounder Series by John Spink

Chinese Anti-Counterfeit Efforts in China, Anti-Counterfeiting and Product Protection Program Backgrounder Series by John Spink and Gefan Li

To see a complete list of publications, [click here](#).

Upcoming Training

With support from the U.S. Department of Justice, the A-CAPPP and the Michigan State Police will host a series of no-cost, intellectual property crime enforcement training sessions. The one-day sessions will help assist line officers, investigators, prosecutors, and others in their response to product counterfeits, including identification and investigation strategies, and increase their awareness and understanding of the growing problem.

"Combating Product Counterfeiting" *training schedule*

July 17th- Traverse City, Michigan

July 23rd- West Olive, Michigan

July 24th- Lansing, Michigan

July 31st- Detroit, Michigan

August 1st- Lansing, Michigan

For more information and to register, please contact Sara Heeg, heegsar1@msu.edu, 517.432.2204.

Latest A-CAPPP Activities

A-CAPPP presented several projects at the Academy of Criminal Justice Sciences in March, 2012.

- New Perspective for Addressing Public Health Threat of Counterfeit Medicines: A Review of the Nigerian Combating Counterfeiting and Sub-Standard Medicine Initiatives, by John Spink, Ph.D., Michael Rip, Ph.D., and Douglas C. Moyer.
- Examining Counterfeiting Through Span Advertisements by Karie J. Gregory and Thomas J. Holt, Ph.D.
- Examining the Risk of Purchasing of Counterfeit Medicine Online: A Content Analysis of Accredited Versus Non-Accredited Prescription Drug Websites, by William A. Stadler, Ph.D., Justin A. Heinonen, Ph.D., and Jeremy M. Wilson, Ph.D.
- Examining the Correlates and Reporting of On-Line Product Counterfeiting Victimization, by Jeremy M. Wilson, Ph.D., Thomas J. Holt, Ph.D., and Justin Heinonen, Ph.D.
- Is Product Counterfeiting a White-Collar Crime? Toward a "Counterfeiting Criminology," by Justin Heinonen, Ph.D., John Spink, Ph.D., Jeremy M. Wilson, Ph.D., and William A. Stadler, Ph.D.

John Spink, Ph.D., attended the Global Food Safety Initiative Annual Conference in February, 2012. Dr.Spink presented "Food Fraud-What You Need to Know."

Jeremy Wilson, Ph.D., presented "The Counterfeit Pharmaceutical Epidemic in Africa: Identifying and Combating the Multidimensional Public Health and Economic Consequences" to the Ambassadors of the South African Development Community at the Embassy of the Republic of Namibia in April, in Washington, DC.

John Spink, Ph.D., attended the Food Safety Summit in April, 2012 and presented "U.S. Agency Response to Food Defense, Food Fraud, and Quantifying Food Risk."

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