

Hello,

We are happy to share with you our latest newsletter. Here, you will find updates on the activities of the A-CAPPP and its team members.

A-CAPPP Hosts Annual Reception

A-CAPPP hosted its annual reception and recognition program on September 13, 2012, where the achievements of the program were celebrated.



Among the guests were A-CAPPP Industry Advisory Board members, A-CAPPP team members, agency partners, and partners from departments, schools and colleges at Michigan State University.

The program included agency, industry, and academic speakers. It also included a student showcase, where several students presented their anti-counterfeiting research projects and one shared his experience during a recent internship at Qualcomm. Marietta Baba, College of Social Science



Dean, and Christopher Maxwell, College of Social Science Associate Dean for Research, acknowledged A-CAPPP for their achievements over the last year. A-CAPPP Director, Jeremy Wilson, gave special appreciation to the A-CAPPP

team members, partners, sponsors and staff. David Howard, from Johnson and Johnson and A-CAPPP Industry Board President, continued the recognition, presenting several first-ever awards. Marietta Baba and Chris Maxwell were presented with a Johnson & Johnson achievement award for sponsorship. Ed McGarrell, Director of the School of Criminal Justice, Jeremy Wilson, and John Spink, Associate Director of A-CAPPP, were presented with a Johnson & Johnson achievement award for leadership. Jeremy Wilson commented that the awards were a touchstone moment that all appreciated and symbolic of the partnerships created and the impact the program has had.



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Check out our *new* video!



["Overview of A-CAPPP"](#)

Team Feature



Barbara Toop

Barbara Toop is the Executive Counsel - IP for GE Water & Process Technologies Unit of the General Electric Company. In her role, she is responsible for all domestic and international legal issues that are related to technology and intellectual property, including technology protection, counterfeit investigations, freedom to operate reviews, management of patent and trademark prosecution, patent litigation, agreement drafting and negotiation and training. In addition to another IP legal counsel,

Combating Product Counterfeiting Videos Released

With support from the U.S. Department of Justice, Bureau of Justice Assistance, A-CAPPP and the Michigan State Police produced and released a series of training and awareness videos. The videos are aimed to raise awareness of product counterfeiting. Individuals and organizations are encouraged to use these videos to help combat the growing product counterfeiting problem.

The videos feature experts from industry, the Michigan State Police, A-CAPPP, U.S. Customs and Border Protection, National Intellectual Property Rights Center, Michigan Department of Agriculture Rural Development and the U.S. Food and Drug Administration.

[Click here to view the videos](#)

A-CAPPP Serves as Special Editor of Journal

The A-CAPPP Director, Jeremy Wilson, and A-CAPPP team member, Steve Chermak, served as editors of a special issue of the *International Journal of Comparative and Applied Criminal Justice* (IJCACJ). The issue, titled, "Product Counterfeiting: Prevalence, Portrayal and Prevention", features four articles by A-CAPPP team members, with two additional articles pending publication. The issue is currently available online and in print. Additional articles on product counterfeiting from A-CAPPP will be released online over the next few months.

In the introduction, Jeremy Wilson and Steve Chermak explain that this special issue is breaking new ground by focusing entirely on product counterfeiting, a globally important but understudied problem. They go on to state the articles help to shed light on the many challenges of studying product counterfeiting, but also show the potential for additional research to help further understand this important issue.

The IJCACJ is a peer-reviewed journal published quarterly from Michigan State University's School of Criminal Justice.

[Click here to view the issue](#)

A-CAPPP Partners with Michigan's Department of Agriculture and Rural Development

A-CAPPP, in partnership with the Michigan State Department of Agriculture and Rural Development (MDARD), received a \$100,000 grant from the Food and Drug Administration (FDA) for a project that will develop and implement a Food Fraud and Economically Motivated Adulteration table-top exercise. A-CAPPP team members John Spink and Doug Moyer will work with MDARD's Brad Deacon on this project.

The table-top exercises, planned for late spring 2013, are a way to expand the public-private partnership to address complex threats and improve the nation's food supply.

While the focus on Food Fraud and Economically Motivated Adulteration has impacts on food safety issues, it also will have other benefits. By indentifying and reducing vulnerability to economic

Barbara manages the IP engineers for the Water unit. Barbara has worked for GE for over 6 years, with her initial assignment in GE's Global Patent Operation. Prior to GE, Barbara worked for over 25 years in the consumer product industry, working for a number of companies in various capacities. Barbara worked for the North American division of Danone, where she served as the Deputy General Counsel. Prior to that, Barbara worked for Best Foods for about 15 years, in a variety of positions, including International IT Counsel, Counsel North America and Senior Patent Counsel. Barbara graduated from Lafayette College in Easton, PA with a BS in Chemical Engineering and got her JD from New York Law School in NY City. Barbara was selected as an A-CAPPP Industry Board member in April 2012.

-Upcoming Event-

**American Society of
Criminology Annual
Meeting**
November 14-16, 2012
Chicago, IL

[Click here to see our presenters](#)

A-CAPPP and School of Packaging Partner at Pack Expo

MSU's School of Packaging and A-CAPPP co-hosted a booth at the 2012 Pack Expo in Chicago. The booth was located in the Educational Pavilion among other Universities that participated.

In addition to the booth, A-CAPPP was represented by John Spink, Associate Director of A-CAPPP, and Doug Moyer, A-CAPPP team

harm, the project will work to mitigate food defense issues, including the threat of malicious attacks.

MSU's Moyer stated "our work will contribute to minimize food fraud vulnerabilities. Because the threat is very complex, we take an interdisciplinary approach. This creates better understanding of the various perpetrators' motivations and capabilities. It also enables us to assess the efficacy of different countermeasures that are available."

[Click here for more information](#)

member, through presentations at the Institute of Packaging Professionals' (IOPP) booth, the Food Safety Summit's booth and inside the Educational Pavilion.

Opportunities to support A-CAPPP

[click here](#)

Additional A-CAPPP Activities

Publications

Product counterfeiting: exploring the risk, International Journal of Comparative and Applied Criminal Justice, by Jeremy M. Wilson and Steve Chermak

Product counterfeiting at the state level: An empirical examination of Michigan-related incident, International Journal of Comparative and Applied Criminal Justice, by Justin Heinonen and Jeremy M. Wilson

Sensor technologies for anti-counterfeiting, International Journal of Comparative and Applied Criminal Justice, by Yun Wang and Evangelyn Alocilja

A review of the economic impact of counterfeiting and piracy methodologies and assessment of currently utilized estimates, International Journal of Comparative and Applied Criminal Justice, by John Spink and Zoltan Levente Fejes

The media's portrayal of product counterfeiting and financial crimes, International Journal of Comparative and Applied Criminal Justice, by Brandon Sullivan and Steve Chermak

Presentations

John Spink attended Pack Expo in October and presented *Anti-Counterfeit Strategy, Product Fraud and Anti-Counterfeiting in the Medical Device and Pharmaceutical Industries* with Karen Greene and *Food Fraud* with Doug Moyer

John Spink attended the Global Food Safety Initiative Board in October and presented *Food Fraud Think Tank*

John Spink presented *Defining the Public Health Threat of Food Fraud* in October to General Mills

John Spink presented *Defining Food Fraud & the Chemistry of the Crime* in October to Mead-Johnson Executive Food Safety Committee

Doug Moyer presented *Defining the Public Health Threat of Food Fraud* in September at the Product Authentication & Brand Security Conference

John Spink presented *Defining Food Fraud & the Chemistry of the Crime* in August at the H.J. Heinz Corporation Product Security Seminar Series

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