Dear A-CAPP,

Please enjoy this newsletter filled with the latest updates of the Center for Anti-Counterfeiting and Product Protection's activities.

**A-CAPP Education Update**

Earlier this summer, A-CAPP offered two new and first ever academic courses on product counterfeiting. The undergraduate and graduate level courses were developed in response to industry communicating a need for graduating students seeking careers in brand protection to be better prepared.

Both online courses recently concluded and with positive responses from students and working professionals. The classes were composed of masters students in Criminal Justice, Law Enforcement Intelligence, and Packaging, juniors and seniors majoring in Criminal Justice and Microbiology, and working professionals in the brand protection industry. One working professional student stated the course content was very beneficial and he especially liked the online format using MSU's Desire 2 Learn system as it allowed for students to work together, exchange ideas, and provide feedback. The courses will be offered again summer 2015.

Also launched this summer was a new Executive Education Seminar series "Developing Product and Brand Protection Programs". The series is instructed by David Howard, retired Global Director of Product Protection for the Global Brand Protection Group of Johnson & Johnson. Course one of the 3-course series recently concluded. Participants expressed the course content was very relevant and can be applied to their responsibilities as a brand protection professional. Courses do not need to be taken as a series and registration for the two remaining courses is still open.

For more information on educational opportunities, please click [here](http://campaign.r20.constantcontact.com/render?llr=qfvhokgab&v=001ncxQURES3AtQ8g_s_9mkFq5rjMiQw9DZn0qEeQvGDL9UQEEn4HuYVG9cTrYOPnNkuD...).
A-CAPP Grows Industry Partnerships

The idea of A-CAPP was first conceived after industry challenged MSU to serve as the intellectual leader and create a interdisciplinary platform of research, education and outreach to combat product counterfeiting around the world.

Industry support through participation on the A-CAPP Industry Advisory Board has played a vital role in A-CAPP's success and industry has again showed its commitment through support of A-CAPP research initiatives.

Underwriters Laboratories provided a gift that will fund general research in the area of product counterfeiting and brand protection as well as A-CAPP outreach activities. Such activities include attendance at professional conferences where team members host informational booths and conduct research presentations that help to increase awareness of product counterfeiting.

The Qualcomm Foundation and DuPont each provided gifts that will fund specific research projects, including conducting research on estimating the prevalence of counterfeiting and research on benchmarking strategies.

The Qualcomm Foundation will support a project that will enable brand owners a mechanism to better assess the extent of product counterfeiting. Existing estimates are highly flawed because they are derived from anecdotal accounts and case studies with limited generalizability. A-CAPP will develop lessons and promising practices on effective risk estimation techniques that brand owners can use to assess the extent of product counterfeiting in their companies.

DuPont will provide support enabling A-CAPP researchers to identify, assess, and provide alternative strategies for the construction of brand protection programs in large corporations. To date, there has been little assessment as to how and why brand owners construct their brand protection units as they do and their resulting effectiveness. However, proper organization and benchmarking are fundamental in building a robust brand protection program. Through development of field driven promising practices, companies will have a means to benchmark their brand protection program relative to others and based on ideal circumstances.

If you are interested in ways you can support A-CAPP, please click here.

International Outreach

just over 8 years working for a number of corporations in the metro Detroit area, including a major non-profit organization, a family-owned automotive supplier, and a Fortune 100 corporation.

Jay joins the Center for Anti-Counterfeiting and Product Protection team as an Assistant Professor Fall 2014.

Upcoming Events

Packaging Digest Webcast
TBD September 2014
Click here for updates

"Brand Protection and Packaging" by David Howard

American Society of Criminology Annual Meeting
November 19-22, 2014

"Routine Activities and Product Counterfeiting" by Roy Fenoff, Meghan Hollis, Zoltan Fejes, and Jeremy Wilson

Hot Products in Product Counterfeiting. Extending the Use of CRAVED by Zoltan Fejes, Roy Fenoff, Meghan Hollis, and Jeremy Wilson

"Guardianship Through Information - Sharing: An Examination of Product Counterfeiting" by Ksenia Petlakh and Meghan Hollis

"Examining Guardianship in Online Auction Environments" by Matthew Weiser and Meghan Hollis

Executive Education Seminar

Developing a Product Risk Mitigation Program instructed by David Howard

August 12, 2014
In an effort to expand its reach in protecting brands and products of all industries worldwide, A-CAPP has established a new partnership with the Quality Brands Protection Committee (QBPC) of the China Association of Enterprises with Foreign Investment. The partnership was formally established with the signing of a Memorandum of Understanding (MOU) in May and is the first academic partnership for QBPC.

The two organizations were introduced by Ron Davis, A-CAPP Industry Advisory Board President and Senior Director, Brand Protection at Qualcomm Incorporated. Ron also serves as the Vice Chairman for QBPC. QBPC was founded in 2000 with 6-8 member companies and has grown to a membership of some 215 multinational corporations. They are the only anti-counterfeit and intellectual property rights protection association in China and their focus is to build a bridge between industry and the Chinese national and local governments, judiciary, law enforcement agencies and academia. It is anticipated that this new partnership opportunity will foster international cooperation in education and research in product counterfeiting and brand protection.

New A-CAPP Research Released

Terrorism and Product Counterfeiting

A-CAPP team members Brandon Sullivan, Steven Chermak and Jeremy Wilson recently concluded and co-authored research examining the link between terrorist activities and product counterfeiting.

Utilizing the Extremist Financial Crime Database (EFCDB) and the Michigan State University Center for Anti-Counterfeiting and Product Protection's Incident Database, the team uncovered ten prosecuted cases involving product counterfeiting that were linked to Jihadi or far-right extremists. The schemes occurred in the United States between 1996 and 2013 and the total impact was over US$95 million for just 5 of these schemes. Examples of the products counterfeited range from apparel and luxury items to CDs/DVDs and cigarettes, with the vast majority of the cases originating with Hezbollah. The research also examined the the level and reason for involvement. While the level of involvement varied, the driving force was a financial profit and not necessarily to support a specific terrorist cause.

The full research article "The Nexus Between Terrorism and Product Counterfeiting in the United States" can be found in Global Crime.

Classifying Product Counterfeiting as White-Collar Crime

A-CAPP Director, Jeremy Wilson, co-authored research that aims to improve the conceptual understanding of product counterfeiting by examining the traditional broad classification of this crime as a white-collar crime.

The research critically examined information from various pharmaceutical counterfeiting incidents to explore the validity and implications of applying the broad classification to this crime. To avoid limitations in previous research, only one type of product was examined against a framework based on several properties of white-collar crime.
In conclusion, the researchers determined that product counterfeiting is best considered a distinct, multi-dimensional crime event that defies general classification. Additionally, the research speaks to the importance of avoiding such broad classification. That is, how classifying this crime as white-collar conceals dimensions that can limit research strategies, agency responses, and public perceptions of the public safety and other risks of product counterfeiting.

The complete research article, "When Crime Events Defy Classification: The Case of Product Counterfeiting as White-Collar Crime" can be found in Security Journal.