

2018 SPRING NEWSLETTER

World IP Day Michigan Wrap-Up



MSU's A-CAPP Center, **Global Food Law Program**, and **Global Business Club of Mid-Michigan** hosted the first World IP Day

Michigan on April 26. Brand owners, lawyers, and other practitioners joined representatives of the U.S. Patent and Trademark Office and law enforcement to discuss important developments and best practices regarding brand protection on World IP Day. Founded by the World Intellectual Property Organization (WIPO) in 2000, World IP Day, held each year on the anniversary of the establishment of the WIPO, raises awareness of IP in daily life. The event focused on the impact of IP in Michigan, including how all in the state can help improve protection of intellectual property through collaboration. We look forward to holding the second World IP Day Michigan on April 26, 2019.

TEAM FEATURE



Devin McClenton

Devin interned at the A-CAPP Center during his senior year at Michigan State. While at MSU, he also interned for Dolby Laboratories. Devin now is a full-time associate intelligence analyst for Dolby, leading investigations against infringing entities that are violating intellectual property rights. He promotes trademark enforcement by helping his team train customs agents and law enforcement on how to spot and detect counterfeit trademarks. Devin has begun leading Dolby's Online Enforcement activity, focusing on e-commerce intelligence and enforcement. He also helps the brand protection team conduct audits and travels to different global regions to aid audits and enforcement activities.

Devin recently received "The Most Impactful Award" from Dolby, given to individuals who have made striving contributions towards the results and success of the legal department.

Congratulations, Devin!



RECENT ACTIVITIES

Jeremy Wilson presented on Mitigating the Risk of Counterfeit Products: A Look Forward, at the Midwest Supply Chain Management conference in Grand Rapids in March.

Kari Kammel presented on Why Educating about Product Counterfeiting Matters at the NASBITE International Annual Conference in Baltimore in March.

Jay Kennedy co-led a one-day seminar on Understanding White Collar Crime and Criminals at the University of Cincinnati in March.

Jeremy Wilson along with board members Kevin Weaver and Bill Ross, presented on the A-CAPP Center's brand protection resources at Mark Monitor's 2018 Summit in New York in April.

A-CAPP Center staff participated in the first World IP Day Michigan, held at the MSU College of Law, in April. (See also main column story.)

A-CAPP Center staff attended the International Anti-Counterfeiting Coalition Spring Conference and the International Trademark Association annual meeting in Seattle in April.

Jay Kennedy co-led discussions on cyber-security at MSU's Autonomous Vehicles conference in May.

Read the most recent issue of The Brand Protection Professional **here**. The next issue will be released to



2018 Brand Protection Strategy Summit

The A-CAPP Center will host its annual Brand Protection Strategy Summit for brand owners, law enforcement, and academic partners on October 2-3, 2018 at Marriott University Place in East Lansing. Registration for the Summit is now open! This year's themes include Data Analytics for Brand Protection, The Total Business Solution and the Brand Protection Team, and Product Counterfeiting and the Connection to Other Illicit Activities. Proceedings of Summits held in **2015**, **2016**, and **2017** are available online.

"The A-CAPP Center Summit was excellent. I really enjoyed the interaction between industry peers and researchers. The Summit is different than most conferences I attend that have mainly lecture-style presentations. Its focused on being more of a learning environment, a more interactive peer-to-peer learning style, and sharing best practices."
-Kevin Weaver, Johnson & Johnson

If you are interested in contributing your expertise in a panel discussion, please contact

[Learn More](#)

Rod Kinghorn Inducted Into Wall of Fame



Rod Kinghorn, recently retired A-CAPP Center outreach specialist, was inducted into the Michigan State University School of Criminal Justice Wall of Fame in March.

A 1974 graduate of the school, Rod had a long career with General Motors Security, ultimately serving as General Director of Global Security. In many of his assignments he used an integrated business process to direct investigations. He also oversaw an effective internship program that recruited many MSU School of Criminal Justice students.

Rod was instrumental to the establishment and success of the A-CAPP Center. Following his retirement from General Motors, Rod helped initiate discussion with College of Social Science leaders about the importance of intellectual property and the unique opportunity for MSU to be a global leader in the development and dissemination of product anti-counterfeit strategy. His leadership led to the development of our Center, which he also served as an inaugural member and vice president of our Industry Advisory Board. In 2012, he received our first Pioneer Award for his support and contributions to the development of the Center.

Nominate a Brand Protection Hero

Nominate the best brand protection professional you know for the A-CAPP Center Brand

UPCOMING EVENTS

Visit the A-CAPP Center staff at these upcoming events.

A-CAPP Center staff will participate in the Global Food Law Current Issues Conference at the MSU College of Law from June 19-21. For more information, see the [link](#).

Jay Kennedy will present at the West Michigan chapter of the Information Security Audit and Control Association's conference in June. For more information, click [here](#).

Jay Kennedy will attend the Academy of Management annual meeting in Chicago on August 10-14. For more information, see the [link](#).

The A-CAPP Center will hold its fourth annual Brand Protection Strategy Summit on October 2 and 3 at Marriott University Place in East Lansing. For more information, see the [link](#).

EDUCATION

Professional Certificate Launch

The Professional Certificate in Anti-Counterfeiting and Product Protection has officially launched. All 17 courses are available online anytime, anywhere.

The Certificate is a comprehensive training program designed to teach the skills and knowledge professionals need to be efficient, proactive and strategic in brand protection.

The pillars include:

Protection Hero Award!

The award recognizes significant contribution to the field of brand protection and to combating product counterfeiting. It honors an individual who has demonstrated commitment and added value to brand protection, either by a single act or over time, in a way that exemplifies the highest standards of performance and integrity and advances the field.

Nominees may be from industry, government, academia, or other sectors of the field. Past recipients are Jack Chang (2016), chair of the Quality Brands Protection Committee, and James Kryskowiak (2017), formerly of the Raleigh Police Department.

For more information, or to nominate a candidate, please email acapp@msu.edu. Nominations are due by July 2, 2018.

Recent Publications

Using State-Level Anti-Counterfeiting Statutes: Evidence from New York article in *The Brand Protection Professional*

Asset Misappropriation in Small Businesses: An Investigation of Insider Financial Frauds article in the *Journal of Financial Crime*

- Product Counterfeiting Overview
- Enforcement Activities Against Counterfeiters
- Supply Chain Management for Brand Protection
- Anti-Counterfeiting Strategies
- Communication and Education for Brand Protection
- Risk Management for Brand Protection

[Learn More](#)

Executive Education

The A-CAPP Center offers custom brand protection training programs. Such programs are part of our larger mission of pursuing cutting edge research projects, sharing new solutions to brand protection challenges as developed through evidence-based research, and providing thought leadership and education in the area of brand protection. For further information, write to Kari Kammel at kkammel@msu.edu.

Connect with us

