

Please enjoy our latest newsletter to help keep you up-to-date on the activities of the Center.



Center for Anti-Counterfeiting and Product Protection MICHIGAN STATE UNIVERSITY

A-CAPP CENTER LAUNCHES BRAND PROTECTION PROFESSIONAL CERTIFICATE

This month the A-CAPP Center launched its Brand Protection Professional Certificate. This fully online, self-guided certificate designed for practitioners is the only one of its kind. The professional certificate is a comprehensive training program designed to teach the skills and knowledge professionals need to be efficient, proactive, and strategic in brand protection.

Designed from direct experience and feedback from top brand protection professionals around the world, the A-CAPP Center employs an evidence-based approach and practitioner experience for its certificate. This provides core concepts and competencies needed to become a brand protection professional better prepared to face the legal, business, strategic, and security challenges of your industry.

The certificate comprises self-paced 17 courses, each of which take an average of three to five hours to complete.

Courses can be taken individually or as a customized mix. Enrollment is offered every month throughout the year and the training can be taken online anywhere in the world. For further information, see the following [link](#). For questions or corporate discounting rates, contact Kari Kammel at 517-353-2163 or kkammel@msu.edu.

A-CAPP CENTER SEEKS NEW DIRECTOR

After ten years of leading the development of the A-CAPP Center, Director Jeremy Wilson will be returning to faculty in the School of Criminal Justice to focus on his research in brand protection and policing. In this capacity, he will be able to focus more on contributing to the scientific development of the brand protection field. As a result, the Center is conducting a national search for a new director.

The successful candidate will oversee and mentor a diverse range of staff and faculty and also organize and guide interdisciplinary research teams. The director also manages an active industry advisory board, develops and manages key internal and external partnerships, and regularly engages in outreach activities. Candidates should have a doctorate in a social science or closely related discipline, a reputation for high-quality research, demonstrated success in securing extramural funding and leading funded research projects, and a history of interdisciplinary collaboration in research, education, or outreach activities.

Review of applications is ongoing and will continue until the position is filled. For more details and application procedures, see the [link](#).

FIRST WORLD IP DAY MICHIGAN TO BE HELD ON APRIL 26, 2018

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TEAM FEATURE



ALAN SWAYNE

Alan Swayne, our newest board member, is Associate Vice President of the Office of Brand Protection for L Brands, a Columbus-based global company encompassing the Victoria's Secret, PINK, Bath & Body Works, La Senza, and Henri Bendel brands. Since 2008, Alan has been responsible for growing L Brand's geo-dispersed Brand Protection team. His team conducts investigations of brand protection matters, including suspicion of counterfeit products in the marketplace, "diversions" of genuine products, and alleged violations of the company's intellectual property rights.

Prior to joining L Brands, Alan was an Investigator at JP Morgan



The A-CAPP Center, the Global Business Club of Mid-Michigan, and the MSU Global Food Law Program will host the first World IP Day Michigan on Thursday, April 26, 2018. World Intellectual Property Day, established in 2000, seeks to raise awareness of the impact of intellectual property on daily life, particularly how IP rights encourage

innovation and creativity.

The World IP Day Michigan program, to be held at the MSU College of Law, will focus on how Michigan companies can play a vital role in the world economy and share best practices on how they can protect their intellectual property. Panels will discuss packaging challenges and opportunities, protecting IP on e-commerce, and best practices for IP issues in emerging markets. The event is open to businesses, policy makers, academics, and students interested in learning how to protect intellectual property while growing globally in an ever-more connected world. The United States Patent and Trademark Office (USPTO) will also be in attendance and participating at this event. For more information regarding World IP Day Michigan, see the following [link](#).

[Register for World IP Day Michigan](#)

FOURTH ANNUAL BRAND PROTECTION STRATEGY SUMMIT TO BE HELD ON OCTOBER 2-3, 2018

The A-CAPP Center will host its annual Brand Protection Strategy Summit for brand owners, law enforcement, and academic partners on October 2 and 3, 2018. This exclusive summit (no vendors or third parties) offers opportunities for attendees to share and learn from one another through participant-led conversations on brand and product protection. The Summit will feature panel discussions and strategy sessions are centered around two to three thematic areas as determined by the current state of brand and product protection.

Participants in past Summits have praised the event for "great peer interaction," being "helpful to broaden understanding of the issues," and offering "networking opportunities far exceed[ing] those experienced at other conferences. Proceedings of Summits held in [2015](#), [2016](#), and [2017](#) are available online.

The 2018 Summit will be held at Marriott University Place in East Lansing, Michigan. Persons interested in contributing their expertise in a panel discussion or leading a session should write to Kari Kammel at kkammel@msu.edu. For more information on the Summit, including registration, see the following [link](#).

What topics would you like to see covered at the 2018 Summit? Take the following [poll](#) to pick potential themes for the Summit. Reach out to Kari Kammel (kkammel@msu.edu) for further questions.



THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY
BRAND PROTECTION STRATEGY SUMMIT
BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

Chase & Co. in Columbus, Ohio. Alan received his Master of Science in Criminal Justice from Xavier University and his Bachelor of Science in Criminal Justice from the University of Dayton. He has been a Certified Forensic Interviewer since 2004, and is a current member of the International Anti-Counterfeiting Coalition.

RECENT ACTIVITIES

Leah Evert-Burks hosted a panel on Creating an IP Culture during the Footwear Sourcing event at the Magic Conference in Las Vegas in February.

Jeremy M. Wilson attended the Academy of Criminal Justice Sciences meeting in New Orleans in February.

UPCOMING EVENTS

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

Jeremy Wilson will present on Mitigating the Risk of Counterfeit Products: A Look Forward, at the Midwest Supply Chain Management Conference on March 21, 2018, in Grand Rapids, Michigan.

Kari Kammel will present on Why Educating about Product Counterfeiting Matters at the NASBITE International Annual Conference, March 21-23, in Baltimore. For more information, see the [link](#).

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

NOMINATE A BRAND PROTECTION HERO

Nominate the best brand protection professional you know for the A-CAPP Center Brand Protection Hero Award!

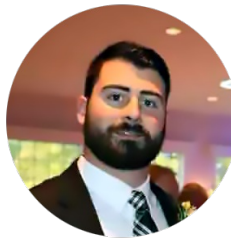
The award recognizes significant contribution to the field of brand protection and to combating product counterfeiting. It honors an individual who has demonstrated commitment and added value to brand protection, either by a single act or over time, in a way that exemplifies the highest standards of 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 see the [link](#). Nominations are due June 1, 2018.

A-CAPP CENTER ESTABLISHES MATTHEW MAHER MEMORIAL SCHOLARSHIP

The recently established Matthew Ronald Maher Memorial Scholarship will support A-CAPP Center interns in a variety of ways in their pursuit to learn more about brand protection and counterfeiting. Through experiential education at the Center, the scholarship will help interns develop their professional and research skills while working in a collaborative, team environment.



Matthew Ronald Maher was an intern with the A-CAPP Center from 2015 to 2017 and a 2017 MSU graduate. Matt was a natural leader who was characterized by his positive demeanor and uplifting spirit. He exemplified what it means to be compassionate, hard-working, loyal, trustworthy, and generous. His untimely passing does not diminish the impact he had on MSU, the A-CAPP Center, and his friends. This memorial scholarship was established by Matt's friends and colleagues as a tribute to him and to perpetuate his memory.

To donate to this scholarship, visit this [link](#). To discuss these and other ways to support the Center, including sponsorships as well as naming and contract opportunities, contact Jeremy Wilson, Center Director, at jwilson@msu.edu

A-CAPP CENTER STAFF AND PARTNER NEWS

Student Interns and Externs

The A-CAPP Center welcomes five new students this spring semester. They are:

- Mahmood Al-khassawench, a Master's degree law student majoring in Intellectual Property and Communications
- Madeleine Dahm, a sophomore majoring in International Relations
- Eldon Ferguson, a second-year Law School student
- Sung Lee, a PhD student in Criminal Justice

23, 2018. For more information, see the following [link](#).

Jeremy Wilson will be presenting at MarkMonitor's 2018 Summit in New York, NY on April 23-24, 2018. For more information, see their [website](#).

A-CAPP Center staff will participate in the first World IP Day Michigan to be held at the MSU College of Law on April 26, 2018. To register, click [here](#).

Jeremy Wilson will be at the International Anti-Counterfeiting Coalition Spring Conference in Seattle on May 16-18. For more information, follow the [link](#).

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, 2018 at Marriott University Place in East Lansing, Michigan. For more information, see the following [link](#).

EDUCATION

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.

- Casie Wakeley, a junior majoring in Criminal Justice

Several current interns are pictured below along with Lorryn Young of our staff.



A-CAPP Center interns as of Spring Semester, 2018.

Front row (left-to-right): Lauren Jones (Senior, Packaging), Emily Osika (Sophomore, International Relations), Casie Wakeley (Junior, Criminal Justice), Lorryn Young (former intern, now staff Legal Professional Aide).
 Back row: Marty Balow (Senior, Criminal Justice), Eldon Ferguson (2nd year Law), Madeleine Dahm (Sophomore, International Relations), Sung Lee (Doctoral, Criminal Justice), Mahmood Al-khassaweneh (1st year Law). Not pictured: Scott Turner (Senior, Packaging), Asia Campbell (Senior, Criminal Justice), Zhuoyi Xu (MBA student, Marketing Research).

OTHER NEWS

Congratulations to George Adams, who has been promoted to Global Brand Protection Specialist at General Motors. George, a former A-CAPP Center intern, joined GM in October 2016 as a Security Intelligence Analyst. George received his Master's degree in Criminal Justice from Michigan State, completing his *thesis* on the role of virtual communities as guardians against product counterfeiting in the athletic footwear industry.

RECENT PUBLICATIONS

[2017 A-CAPP Center Brand Protection Strategy Summit Recap](#), article in the *Brand Protection Professional*

[Applying Cost of Quality Concepts to Brand Protection](#), article in the *Brand Protection Professional*

[The 2017 A-CAPP Center Brand Protection Strategy Summit: Issues and Best Practices in Partnerships, Return on Investment, and E-Commerce](#), A-CAPP Center Paper

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