

2016

A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY BRAND PROTECTION STRATEGY SUMMIT

October 4 - 5, 2016
The Lansing Center

AGENDA



Center for
Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

The Center for Anti-Counterfeiting and Product Protection at Michigan State University
hosts the 2016 Brand Protection Strategy Summit in partnership with



Johnson & Johnson

Lbrands
VICTORIA'S SECRET / BATH & BODY WORKS
PINK / LA SENZA / HENRI BENDEL

Abercrombie
& Fitch



WELCOME

Dear Summit Participant,

Welcome to Lansing, Michigan for the 2016 A-CAPP Center Brand Protection Strategy Summit.

Since our launch in 2009 as the first academic body focusing on the complexities of anti-counterfeiting and product protection, we have built our Center through close partnerships with brand owners. We work closely with industry, and other stakeholders, to learn about the brand protection issues of most concern to them and to develop platforms of research, education and outreach that support their missions. This Summit provides us an opportunity to further share our ongoing work and insight exclusively with our brand owner partners. As you will see, the agenda is based on cutting-edge research conducted by MSU faculty and field-based lessons from industry and law enforcement. Our hope is to help facilitate a dialogue of opportunities for industry to work with academia to further data-driven, research-based anti-counterfeit and brand protection strategy.

Please take this opportunity to further connect with the A-CAPP Center and its staff, as well as to network with your colleagues, peers, and experts, throughout the many and diverse formal and social activities we have planned. We hope you find great value in this exclusive opportunity to engage interactively in discussions about challenges and strategies in brand protection—both current and emerging.

As part of your visit, be sure to take some time to enjoy the beautiful Michigan State University campus in East Lansing, the fall colors and Great Lake communities around Michigan, or golf at one of the many local courses. Should you have any questions, please feel free to reach out to me or any member of the A-CAPP Center team.

Best regards,

Jeremy M. Wilson, Ph.D.
Director, A-CAPP Center
Professor, School of Criminal Justice

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ABOUT THE A-CAPP CENTER & MSU

THE A-CAPP CENTER

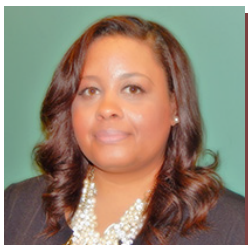
The Michigan State University Center for Anti-Counterfeiting and Product Protection (A-CAPP) is the first and only academic body focusing on the complex global issues of anti-counterfeiting and protection of all products and brands, across all industries, and in all markets. Linking industry, government, academic, and other stakeholders through interdisciplinary and translational research, education, and outreach, the A-CAPP Center serves as an international hub for the development and dissemination of evidence-based anti-counterfeit and brand protection strategy. For more information and opportunities to partner, contact Dr. Jeremy Wilson, Director of the A-CAPP Center, at (517)432-2204 or jwilson@msu.edu. Additional information about the Center and all of its products, resources, and training and education opportunities can be found at <http://www.a-capp.msu.edu>.

MICHIGAN STATE UNIVERSITY

The nation's pioneer land-grant university, MSU began as a bold experiment that democratized higher education and helped bring science and innovation into everyday life. Today, MSU is one of the top research universities in the world—on one of the biggest, greenest campuses in the nation—and is home to a diverse community of dedicated students and scholars, athletes and artists, scientists and leaders.

A-CAPP CENTER TEAM

ADMINISTRATION



Torsha Eubanks
Administrative Assistant,
A-CAPP Center



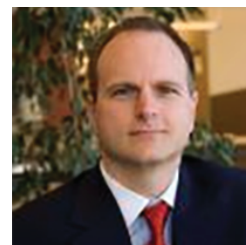
Sara Heeg
Business Manager,
A-CAPP Center



Kari Kammel
Assistant Director of
Education and Outreach,
A-CAPP Center



Rod Kinghorn
Outreach Specialist,
A-CAPP Center

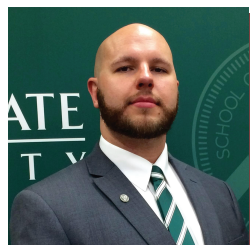


Jeremy Wilson
Director, A-CAPP Center
Professor, School of
Criminal Justice

FACULTY



Jay Kennedy
Assistant Professor,
A-CAPP Center and
School of Criminal Justice



Brandon Sullivan
Assistant Professor,
A-CAPP Center



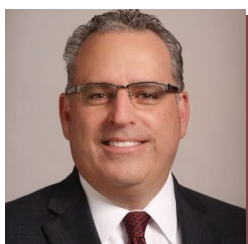
Cliff Grammich
Academic Fellow,
A-CAPP Center

ACADEMIC FELLOW

INDUSTRY FELLOWS



Ron Davis
Academic Fellow,
A-CAPP Center



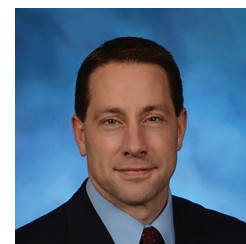
Mike DeStefano
Academic Fellow,
A-CAPP Center



Leah Evert-Burks
Academic Fellow,
A-CAPP Center



Roland Pamm
Academic Fellow,
A-CAPP Center



Rick Rytman
Academic Fellow,
A-CAPP Center

A-CAPP CENTER TEAM

STUDENTS

CHEMISTRY

Kayla Weaver
Chemistry/Pharmacology
A-CAPP Center Intern

COLLEGE OF LAW

Christopher Mhike
College of Law/JD
A-CAPP Student Intern

Lorryn Young
College of Law/JD
A-CAPP Center Intern

CONSTRUCTION MANAGEMENT

Melanie Goerke
Construction Management
A-CAPP Center Intern

CRIMINAL JUSTICE

Jaehong Ha
Criminal Justice
A-CAPP Center Intern

Matt Maher
Criminal Justice
A-CAPP Center Intern

Devin McClenton
Criminal Justice
A-CAPP Center Intern

Kaitlyn McCollough
Security Management
A-CAPP Center Intern

Ross Militz
Criminal Justice
A-CAPP Center Graduate Student

Spencer Simon
Criminal Justice/Economics
A-CAPP Center Intern

ENGINEERING

Rebecca Stroh
Chemical Engineering
A-CAPP Center Intern

Tarek Kaafarani
Electrical Engineering
A-CAPP Center Intern

MARKETING

Kathleen Refior
Marketing
A-CAPP Center Intern

PACKAGING

Alyssa Scherer
Packaging/Graphic Design
A-CAPP Center Intern

SUPPLY CHAIN MANAGEMENT

Joe Morgan
Supply Chain Management
A-CAPP Center Intern

SUMMIT AGENDA OVERVIEW

DAY 0

OCTOBER 3, 2016
Lansing Brewing Company
518 E. Shiawassee Street
Lansing, MI 48912

5:00p - 7:00p

Opening Reception

DAY 1

OCTOBER 4, 2016
Lansing Center, Ballrooms 1-4
333 East Michigan Avenue
Lansing, MI 48933

7:30a - 8:30a

Registration, Breakfasts, Exhibits

8:30a - 8:45a

Welcome

8:45a - 9:30a

Opening Remarks

9:30a - 9:45a

A-CAPP Center Board Welcome

9:45a - 10:00a

A-CAPP Center Awards Presentation

10:00a - 10:15a

Voting and Introductions of Spark Tables and Breakouts

10:15a - 11:00a

Spark Tables I

11:00a - 11:15a

Break

11:15a - 12:00p

Keynote

12:00p - 1:30p

Lunch, Networking, Exhibit Booths

1:30p - 2:15p

Keynote

2:15p - 3:00p

Discussion Breakouts I

3:00p - 3:15p

Break

3:15p - 4:00p

Discussion Breakouts II

4:00p

Closing

6:00p - 10:00p

Reception

DAY 2

OCTOBER 5, 2016
Lansing Center, Ballrooms 1-4
333 East Michigan Avenue
Lansing, MI 48933

8:30a - 9:00a

Registration, Breakfasts, Exhibits

9:00a - 9:45a

Keynote

9:45a - 10:30a

Spark Tables II

10:30a - 10:45a

Break

10:45a - 11:30a

Panel

11:30a - 12:15p

Spark Tables III

12:15p - 1:30p

Lunch, Networking, Exhibit Booths

1:30p - 2:15p

Discussion Breakout III

2:15p - 3:00p

Student Showcase

3:00p - 3:15p

Break

3:15p - 4:00p

Discussion Breakouts IV

4:00p

Closing

SUMMIT MAP EVENT LOCATIONS

Downtown Lansing, Michigan



SUMMIT AGENDA

DETAIL

DAY 0

OCTOBER 3, 2016
Lansing Brewing Company
518 E. Shiawassee Street
Lansing, MI 48912

5:00p - 7:00p **Opening Reception**
Stockhouse Room

DAY 1

OCTOBER 4, 2016
Lansing Center, Ballrooms 1-4
333 East Michigan Avenue
Lansing, MI 48933

7:30a - 8:30a **Registration, Breakfast, Exhibits**
River Concourse/River Street Pub

8:30a - 9:00a **Welcome**
Jay Kennedy, Emcee and Assistant Professor, Center for Anti-Counterfeiting and Product Protection and School of Criminal Justice, Michigan State University
Main Stage

9:00a - 9:30a **Opening Remarks**
Lou Ann K. Simon, President, Michigan State University
Main Stage

9:30a - 9:45a **A-CAPP Center Board Welcome**
Brian Monks, Vice President and Chief Security Officer, Global Security and Brand Protection, Underwriters Laboratories and Center for Anti-Counterfeiting and Product Protection Industry Advisory Board President
Main Stage

9:45a- 10:00a **A-CAPP Center Awards**
Jeremy Wilson, Director, Center for Anti-Counterfeiting and Product Protection and Professor, School of Criminal Justice, Michigan State University
Main Stage

10:00a - 10:15a **Voting and Introductions of Spark Tables/Breakouts**
Main Stage

10:15a - 11:00a **Spark Tables I**

Cybercrime

Thomas Holt, Assistant Professor, School of Criminal Justice
Michigan State University
High Top 1

SUMMIT AGENDA DETAIL

OCTOBER 4, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 1

10:15a - 11:00a

Spark Tables I (continued)

Enforcement of Intellectual Property Rights

Warren MacInnis, Director, Global Security and Brand Protection,
Underwriters Laboratories
High Top 2

Product Counterfeiting Database

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting
and Product Protection, Michigan State University
High Top 3

Sharing Ideas with Industry Through Writing

Leah Evert-Burks, Industry Fellow and Managing Editor of The BPP,
Center for Anti-Counterfeiting and Product Protection, Michigan
State University
High Top 4

Social Aspects of Intellectual Property Crime Prevention

Bill Dutton, Director, Quello Center and Professor, Department of
Media and Information, Michigan State University
High Top 5

Social Media Users: Engaging In Risky Behavior & Social Norms

Saleem Alabash, Assistant Professor, Department of Advertising and
Public Relations, Michigan State University
High Top 6

Supply Chain Partnerships: Increasing Guardianship

Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and
Product Protection, and School of Criminal Justice, Michigan State
University
Vernon Miller, Associate Professor, Communications and Management
Departments, Michigan State University
High Top 7

Technology Dilemma

Rod Kinghorn, Outreach Specialist, Center for Anti-Counterfeiting
and Product Protection, Michigan State University
Roland Pamm, Industry Fellow, Center for Anti-Counterfeiting and
Product Protection, Michigan State University
High Top 8

State Anti-Counterfeiting Cases

Kari Kammel, Assistant Director for Education and Outreach,
Center for Anti-Counterfeiting and Product Protection, Michigan State
University
Chris Mhike, LL.M Student, Intellectual Property, Information &
Communications, College of Law, Michigan State University
High Top 9

SUMMIT AGENDA DETAIL

OCTOBER 4, 2016

Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 1

11:00a - 11:15a

Break
River Street Pub

11:15a - 12:00p

Keynote: Intellectual Property Enforcement Coordinator
Danny Marti, Intellectual Property Enforcement Coordinator, U.S. IPEC
Office
Main Stage

12:00p - 1:30p

Lunch, Networking, Exhibit Booths
River Concourse/River Street Pub

1:30p - 2:15p

Keynote: Canada: Intellectual Property Developments
Douglas George, Consul General of Canada
Main Stage

2:15p - 3:00p

Discussion Roundtables I

Building/Enhancing Supply Chain Partnerships: Increasing Guardianship

Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and Protection and School of Criminal Justice, Michigan State University
Vernon Miller, Associate Professor, Communications and Management Departments, Michigan State University
Roundtable 1

Measuring Counterfeiting

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Roundtable 2

Social Media Users: Engaging in Risky Behavior & Social Norms

Saleem Alhabash, Assistant Professor, Department of Advertising and Public Relations, Michigan State University
Roundtable 3

Risk Communication Research and Brand Protection

Maria Lapinski, Professor, Department of Communication and Michigan Ag-Bio Research, Michigan State University
Roundtable 4

3:00p - 3:15p

Break
River Concourse/River Street Pub

3:15p - 4:00p

Discussion Roundtables II

Building/Enhancing Supply Chain Partnerships: Increasing Guardianship

Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and Protection and School of Criminal Justice, Michigan State University
Vernon Miller, Associate Professor, Communications and Management Departments, Michigan State University
Roundtable 1

SUMMIT AGENDA DETAIL

OCTOBER 4, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 1

- 3:15p - 4:00p Discussion Roundtables II (continued)
- Measuring Counterfeiting**
Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Roundtable 2
- How to Utilize Industry Groups**
Leah Evert-Burks, Industry Fellow and Managing Editor of The BPP, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Roundtable 3
- Partnerships**
Warren MacInnis, Director, Global Security and Brand Protection, Underwriters Laboratories
Roundtable 4
- 4:00p **Closing**
Main Stage
- 6:00p - 10:00p **Reception**
The View, Cooley Law School Stadium Outfield
312 North Cedar Street
Lansing, MI 48912

OCTOBER 5, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

- 8:30a - 9:00a **Registration, Breakfasts, Exhibits**
River Concourse/River Street Pub
- 9:00a - 9:45a **Keynote: How to Protect Your Trademark in China**
Jack Chang, Vice Chairman, Quality Brands Protection Committee and Special Counsel to Chairman, L Brands
Main Stage
- 9:45a - 10:30a **Spark Tables II**
- International TM Registration Strategies**
Roland Pamm, Industry Fellow, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 1

SUMMIT AGENDA DETAIL

OCTOBER 5, 2016

Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

9:45a - 10:30a

Spark Tables II (continued)

Intellectual Property Crime Networks

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 2

Public-Private Partnerships

Monica Mena, Senior Manager, Outreach and Capacity Building, Anti-Counterfeiting Operations, Underwriters Laboratories
High Top 3

Risk Assessment for Brand Protection

Rod Kinghorn, Outreach Specialist, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 4

Training for Brand Protection

Kari Kammel, Assistant Director of Education and Outreach, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Mike DeStefano, Industry Fellow, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 5

Value of Secondary Trademarks in Enforcement

Leah Evert-Burks, Industry Fellow and Managing Editor of The BPP, A-CAPP Center, Michigan State University
High Top 6

Finding the Patterns of the Illicit Trader Within the Data

Kevin Weaver, Director, Brand Protection Technology, Johnson and Johnson and member of the Center for Anti-Counterfeiting and Product Protection, Industry Advisory Board
High Top 7

Human Interaction with Packaging

Laura Bix, Associate Professor, School of Packaging, Michigan State University
High Top 8

Legal Innovation, Data, and Technology: Opportunities for Legal Departments & Multidisciplinary Teams

Daniel Linna Jr., Director of LegalRnD, Center for Legal Services Innovation and Professor of Law in Residence, College of Law, Michigan State University
High Top 9

SUMMIT AGENDA DETAIL

OCTOBER 5, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

- 9:45a - 10:30a Spark Tables II (continued)
- Return on Investment (ROI): Brand Protection Programs**
Will Demerer, Doctoral Student, Department of Accounting and Information Systems, Michigan State University
Karen Sedatole, Professor, Department of Accounting and Information Systems, Michigan State University
High Top 10
- 10:30a - 10:45a Break
- 10:45a - 11:30a Panel: Brand Protection in China
Jack Chang, Vice Chairman, Quality Brands Protection Committee and Special Counsel to Chairman, L Brands
Ron Davis, Industry Fellow, Center for Anti-Counterfeiting and Product Protection, Michigan State University and Vice Chairman Emeritus, Quality Brands Protection Committee of China
Hairong Li, Professor, Advertising and Core Faculty of Asian Studies Center, Michigan State University
Conrad Wong, Attorney-Advisor for China and Enforcement Units at Office of Policy and International Affairs, United States Patent and Trademark Office
Moderator, Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and Product Protection and School of Criminal Justice, Michigan State University
- 11:30a - 12:15p Spark Tables III
- Brand Protection in China**
Ron Davis, Industry Fellow, Center for Anti-Counterfeiting and Product Protection, Michigan State University, and Vice Chairman Emeritus, Quality Brands Protection Committee of China
Hairong Li, Professor, Advertising and Core Faculty of Asian Studies Center, Michigan State University
Conrad Wong, Attorney-Advisor for China and Enforcement Units at Office of Policy and International Affairs, United States Patent and Trademark Office
High Top 1
- Building a Typology of Product Counterfeiters**
Steve Chermak, Professor, School of Criminal Justice, Michigan State University
High Top 2

SUMMIT AGENDA DETAIL

OCTOBER 5, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

11:30a - 12:15p

Spark Tables III (continued)

Consumer Education

Leah Evert-Burks, Industry Fellow and Managing Editor of The BPP, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 3

Data Science: Predictive Analytics

Dave Vargas, Brand Protection Manager, Qualcomm and member of the Center for Anti-Counterfeiting and Product Protection Industry Advisory Board
High Top 4

Engineering Developments in Anti-Counterfeiting

John Verboncoeur, Research Dean, College of Engineering, Michigan State University
High Top 5

Managing Third-Party Market Intelligence

Rod Kinghorn, Outreach Specialist, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 6

State Anti-Counterfeiting Legislation

Kari Kammel, Assistant Director for Education and Outreach, Center for Anti-Counterfeiting and Product Protection, Michigan State University

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University

Lorryn Young, College of Law and Research Assistant, Center for Anti-Counterfeiting and Product Protection, Michigan State University
High Top 7

Human Interaction with Packaging

Laura Bix, Associate Professor, School of Packaging, Michigan State University
High Top 8

Legal Innovation, Data, and Technologies: Opportunities for Legal Departments & Multidisciplinary Teams

Daniel Linna Jr., Director of LegalRnD, Center for Legal Services Innovation and Professor of Law in Residence, College of Law, Michigan State University
High Top 9

SUMMIT AGENDA DETAIL

OCTOBER 5, 2016
Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

11:30a - 12:15p

Spark Tables III (continued)

Return on Investment (ROI): Brand Protection Programs

Will Demerer, Doctoral Student, Department of Accounting and Information Systems, Michigan State University

Karen Sedatole, Professor, Department of Accounting and Information Systems, Michigan State University

High Top 10

Trade Facilitation: Trade Enforcement Act of 2015 (“Customs Reauthorization”) Implementation

Kasie Brill, Director of U.S. Intellectual Property Policy, U.S. Chamber of Commerce Global Intellectual Property Council

High Top 11

12:15p - 1:30p

Lunch, Networking, Exhibit Booths

River Street Concourse/River Street Pub

1:30p - 2:15p

Discussion Roundtables III

Risks to Brand Protection in the Supply Chain

Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and Product Protection and School of Criminal Justice, Michigan State University

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University

Judy Whipple, Professor, Department of Supply Chain Management, Michigan State University

Roundtable 1

Engineering Developments

John Verboncoeur, Research Dean, College of Engineering, Michigan State University

Roundtable 2

Return on Investment (ROI): Brand Protection Programs

Will Demerer, Doctoral Student, Department of Accounting and Information Systems, Michigan State University

Karen Sedatole, Professor, Department of Accounting and Information Systems, Michigan State University

Roundtable 3

Partnering with the U.S. Government Overseas

Conrad Wong, Attorney-Advisor for China and Enforcement Units at Office of Policy and International Affairs, United States Patent and Trademark Office

Roundtable 4

SUMMIT AGENDA

DETAIL

OCTOBER 5, 2016

Lansing Center
333 East Michigan Avenue
Lansing, MI 48933

DAY 2

2:15p - 3:00p

Meet the Students

3:00p - 3:15p

Break

Riverstreet Concourse/River Street Pub

3:15p - 4:00p

Discussion Roundtables IV

Engineering Developments

John Verboncoeur Research Dean, College of Engineering, Michigan State University
Roundtable 1

Risks to Brand Protection in the Supply Chain

Jay Kennedy, Assistant Professor, Center for Anti-Counterfeiting and School of Criminal Justice, Michigan State University

Brandon Sullivan, Assistant Professor, A-CAPP Center, Michigan State University

Judy Whipple, Professor, Department of Supply Chain Management, Michigan State University
Roundtable 2

How to Utilize Industry Groups

Leah Evert-Burks, Industry Fellow and Managing Editor of *The BPP*, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Roundtable 3

National Security Risks

Brandon Sullivan, Assistant Professor, Center for Anti-Counterfeiting and Product Protection, Michigan State University
Roundtable 4

4:00p

Closing

Rachel Croson, Dean, College of Social Science and Michigan State University Foundation Professor of Economics, Michigan State University

Jeremy Wilson, Director, Center for Anti-Counterfeiting and Product Protection and Professor, School of Criminal Justice, Michigan State University

BIOGRAPHIES GUEST SPEAKERS



Lou Anna K. Simon, the 20th president of Michigan State University, leads the university's work to advance the common good in Michigan and around the world. She began her career at MSU after earning her doctorate here in 1974. Simon has held a variety of administrative roles, including assistant provost for general academic administration, associate provost, and provost and vice president for academic affairs. She was appointed president in January 2005. As president, Simon has engaged MSU in a strategic and transformative journey to adapt the principles of the land-grant tradition to 21st-century challenges. She has expanded MSU's reach in the state and around the world by focusing the university's strengths on solutions that enhance and protect quality of life: clean and affordable energy, access to education, safe and plentiful food, and health care.

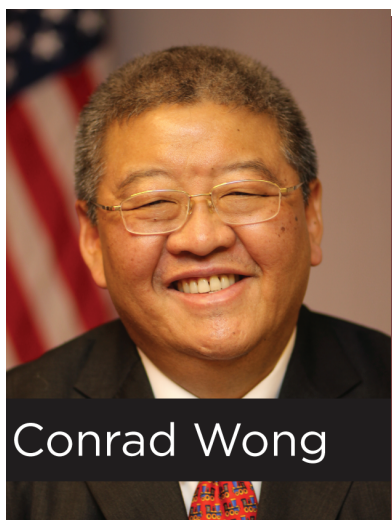


Jack Chang, Vice Chairman of the Quality Brands Protection Committee ("QBPC" www.qbpc.org.cn). He was one of the founders of the QBPC and was elected as the Chairman from 2003 to 2013 and served as the Honorary Chairman from 2014 to June 2015. Jack is now the Special Counsel to the Chairman of L Brands International. He was the Corporate Senior IP Counsel for Asia for General Electric Company from 2006 to 2014. Before then, he served Johnson & Johnson ("J&J") for 17 years. Jack was relocated to Shanghai, China, in Jan. 1998 to set up the Asia/Shanghai Office of the Corporate Law Dept. of J&J. Later he set up and led the IP Protection Office of the J&J operating companies in China in addition to his responsibility as the Corporate Assistant General Counsel in Shanghai. Jack served as a pro bono IP Advisor to the Shanghai IP Administration from 2007 to 2014. His comments were adopted into the Chinese Trademark Law, Patent Law, Product Quality Law. Jack was selected by the Managing IP as one of the 50 IP figures in 2006, 2007, 2008, 2010, 2011, 2012, 2013 and 2014. In 2012, Jack was awarded by the Global Anti-counterfeiting Group the prize of Personal Achievement of The Year in Anti-Counterfeiting.

BIOGRAPHIES PANEL SPEAKERS



Hairong Li is a professor in the Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University. His research has covered the uses, effects and implications of digital technology in advertising, communication and marketing, with recent focus on digital analytics. He has published extensively and been rated a productive scholar by four citation studies. His articles have appeared in many leading journals, such as the *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journalism and Mass Communication Quarterly*, *New Media and Society*, *Journal of Computer-Mediated Communication*, *Journal of Consumer Psychology*, *Psychology and Marketing*, *Journal of Interactive Marketing*, and *Journal of International Business Studies*. Dr. Li is a founding editor of the *Journal of Interactive Advertising* and an editorial board member of three major academic journals in the United States and Europe. His professional experience also includes visiting professor at City University of Hong Kong, guest editor of a special issue on big data in advertising for the *Journal of Advertising* in 2016, chair for the American Academy of Advertising 2014 Preconference on big data for advertising research and education in Atlanta, executive director for Panmedia Institute in Beijing, senior visiting scholar at Tsinghua University, chair of the American Academy of Advertising 2009 Asia-Pacific Conference in Beijing, chair of the AAA 2004 Publications Committee, and Fulbright Scholar at Nanyang Technological University in Singapore.



Conrad Wong is an Attorney-Advisor with the China and Enforcement Teams of the Office of Policy and International Affairs (OPIA) at the headquarters of the United States Patent and Trademark Office (PTO) in Alexandria, Virginia. He handles intellectual-property enforcement issues concerning China and Taiwan, as well as countries forming the ASEAN (Association of Southeast Asian Nations) and APEC (Asia-Pacific Economic Cooperation) economies. From 2007 to 2012, he was the Intellectual Property Rights Officer with the United States Consulate General in Guangzhou, China, with responsibility for American intellectual-property issues in southern China and supervising the PTO branch there. He has 23 years of experience in intellectual-property matters, representing the United States Government and the private sector. In 1993, he joined the PTO as a Trademark Examining Attorney, became a Senior Attorney, and then joined the Office of Policy and International Affairs. He has litigation experience in insurance-defense matters with the law firm of Jordan, Coyne, and Savits in Washington, D.C. He served as a government-relations executive with the Specialty Equipment Market Association (SEMA), a trade association representing the automotive and vehicle aftermarket industry. A native of Palo Alto, California, he is a graduate of The Johns Hopkins University and Georgetown University Law Center. Fluent in Cantonese, he is admitted to practice law in the District of Columbia and the State of Maryland. He is an avid classic American automotive enthusiast (1960s and 1970s vintage), and a tenor drummer with the City of Alexandria Pipes and Drums, where his spouse is a piper.

BIOGRAPHIES

Saleem Alhabash is Assistant Professor of Public Relations and Social Media at the Department of Advertising and Public Relations, Michigan State University. His research focuses on the persuasive effects of social media in the contexts of risky and unsafe behaviors.

Laura Bix is a professor at the School of Packaging at Michigan State University and an adjunct associate at Clemson University. Her work focuses on quantifying the interface between people and packaging with the ultimate goal of improving health outcomes. Her unique vein of inquiry was recognized in 2008 by Medical Devices and Diagnostics Industry magazine, when she was named one of the 100 most notable people in the medical device industry. During the last four years, she has served on expert panels convened by the US Centers for Disease Control and Prevention (CDC) as part of their medication safety programs; namely the PROTECT and PROTECT Rx initiatives, which have the goal of reducing the number of unintentional poisonings in children resulting from exposure to medication. From 2012-2014, Dr. Bix served on a national panel formed by the Gerontological Society of America (GSA) and the Consumer Healthcare Products Association (CHPA) that examined behaviors related to medication use in older adults. Her approach to multi-disciplinary endeavors and the value that she places on unique collaborations were honored in 2014 with the Phi Kappa Phi Excellence in Interdisciplinary Scholarship Award (MSU Chapter) and more recently, her leadership skills were recognized when she was appointed as a 2015-2016 MSU fellow for the CIC Academic Leadership Program. Work from her group has been published or cited by numerous publications, including: The Proceedings of the National Academy of Sciences of the US, PLoS One, Consumer Reports and Men's Health.

Kasie Brill is the Director of U.S. Intellectual Property Policy at the U.S. Chamber of Commerce's Global Intellectual Property Center (GIPC). As Director of U.S. IP Policy, Kasie advocates for the protection of IP rights both online and in physical markets with a special focus on designing public policy solutions to combat counterfeit goods. Prior to joining the Global Intellectual Property Center, Kasie served as an advisor to private sector clients fighting illegal online pharmacies. She also served as law clerk to The Honorable C. Ray Mullins, Chief Judge for the United States Bankruptcy Court for the Northern District of Georgia, Atlanta Division. Kasie is a graduate of both Michigan State University and the Indiana University Maurer School of Law. During law school, Kasie served as President of the Student Bar Association and on the Executive Board of the Sherman Minton Moot Court. She also worked as a research assistant on issues of globalization with a specialization on the global impact of counterfeit luxury goods. She worked for a national advertising agency, and in a variety of federal government positions including work on Capitol Hill, at the United States Supreme Court, and at the Federal Judicial Center.

Steven Chermak is a Professor in the School of Criminal Justice and a lead investigator affiliated with the The National Consortium for the Study of Terrorism and Responses to Terror (START). Dr. Chermak's research has focused on four general areas. First, he has received funding from one of the Department of Homeland Security's Center of Excellence (The National Consortium for the Study of Terrorism and Responses to Terrorism--START) to study the criminal and terrorist activities of domestic far right extremists. Working with a colleague at the John Jay College of Criminal Justice (Professor Joshua Freilich), this funding has supported the creation of the United States Extremist Crime Database—a national open source database that includes data on the violent and financial crimes committed by extremists in the United States. Second, he has completed several policing projects. This research includes the evaluation of strategies to reduce violence, a study of the intelligence practices of State, Local, and Tribal law enforcement agencies, and assessments of organizational change and implementation. Third, he is studying the sources of funding used by terrorist organizations, with a particular emphasis on examining their use of counterfeited products. Finally, he has studied the media's role in relation to crime and policing issues. For example, he has examined how community policing and other innovations are presented in the news,

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discusses the strategies police agencies use to market innovative programs, and how high profile media cases impact police agencies. Dr. Chermak's research has been funded by the Department of Homeland Security, National Institute of Justice, and the Michigan State Police. He has published two books, 10 edited books, and numerous research reports. His research has appeared in a number of journals including Criminology and Public Policy, Justice Quarterly, Policing, and the Journal of Quantitative Criminology. Before joining the faculty at Michigan State University in 2005, Dr. Chermak was faculty member at Indiana University in Bloomington from 1992-2005.

Rachel Croson joined the MSU College of Social Science as dean in August, 2016. Her previous positions include dean of the College of Business at the University of Texas at Arlington, professor and director of the Negotiations Center at the University of Texas at Dallas and associate professor at the Wharton School of the University of Pennsylvania. Between 2010 and 2012 she served two years as the National Science Foundation's division director for Social and Economic Sciences. Dr. Croson's research has concentrated on experimental and behavioral economics, investigating how people make a variety of economic decisions. Her research is diverse, drawing on and contributing to multiple disciplines, and has been published in academic journals in economics, business, political science and sociology. In addition to her research, she has held a number of professional leadership roles, including serving on the board of the Committee on the Status of Women in the Economics Profession, where she was pivotal in developing and running mentoring workshops for female junior faculty. Dr. Croson earned her undergraduate degree from the University of Pennsylvania, with a double major in economics and philosophy, and a minor in political science. She earned her doctorate in economics from Harvard University.

Ron Davis recently retired from Qualcomm as the Senior Director of Brand Protection. Recruited in 2005 to establish their Brand Protection Program, Ron was responsible for management of their global brand protection/intellectual property rights investigation and forensic evaluations. In this role, he traveled to China and Asia multiple times each year and worked closely with the Chinese citizens that composed his brand protection team there, as well as the Quality Brands Protection Committee (QBPC) in China. Prior experience includes United States Marine Corps combat helicopter pilot, FBI Special Agent; big-four international security consultant; security director for General Dynamics Space Systems; volunteer security director for Dennis Conner's successful America's Cup campaign; global director, corporate security for Honeywell; and anti-counterfeit leader for Cisco Systems, living in Hong Kong, where he created and managed their program to complement ongoing IPR and gray market efforts. He continued his long involvement in the industry as the only U.S. based Vice Chairman of the 215+ corporate member QBPC. Upon announcing retirement Ron was elected as QBPC's Vice Chairman Emeritus and "Goodwill Ambassador" to the United States. He has been designated a Certified Protection Professional (CPP) and Certified Fraud Examiner (CFE). He is also a long term member of the Board of Directors, not-for-profit, Identity Theft Resource Center (ITRC). Mr. Davis was selected in May, 2011 as a member of the A-CAPP Industry Advisory Board and served a term as President. Given his unique experience, Ron is recognized as one of the most experienced professionals in the brand protection space and brings a valuable perspective from having lived/worked in Hong Kong/China/Asia. Ron is currently working with the A-CAPP Center as an Industry Fellow and pursuing opportunities to share his unique knowledge with other brand protection professionals.

Will Demere is completing his PhD in Accounting and Information Systems at Michigan State University. He received his BS and MS in Accounting and Information Systems from Virginia Tech. Prior to starting on his PhD, he worked as an external auditor for Deloitte and as an instructor at Virginia Tech. His research interests include subjective performance evaluation, corporate governance, human capital, and developing new approaches to measurement.

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Bill Dutton is the Quello Professor of Media and Information Policy at Michigan State University, where he is Director of the Quello Center in the College of Communication Arts & Sciences, Department of Media and Information. Prior to joining MSU, in 2014, Bill was Professor of Internet Studies, University of Oxford, and Fellow of Balliol College, where he was the Founding Director of the Oxford Internet Institute. He came to Oxford in 2002 from his role as Professor in the Annenberg School for Communication at the University of Southern California, where he remains an Emeritus Professor. In the UK, he was a Fulbright Scholar 1986-87, and was National Director of the UK's Programme on Information and Communication Technologies (PICT) from 1993 to 1996. Bill's research is focused on the social and political implications of new communication and information technologies, such as the Internet, and the role of new policy and regulation that is reshaping technology and its societal implications. He has a particular focus of research on his conception of 'The Fifth Estate' of the Internet realm – an idea that has created a new research project and a book in progress. His recent publications on the social aspects of information and communication technologies include *Society and the Internet* (OUP 2014) and *The Oxford Handbook of Internet Studies* (OUP 2013, pbk 2014) and a four volume series of readings on *Politics and the Internet* for Routledge, published in 2014. One of his earlier books on the societal implications of new media and the Internet was *Society on the Line: Information Politics in the Digital Age* (Oxford University Press, 1999),

Leah Evert-Burks is an Industry Fellow with A-CAPP and the Managing Editor of "The Brand Protection Professional", the first publication dedicated to brand protection with articles and features written for and by practitioners and industry experts. Leah previously served on the A-CAPP Center Industry Advisory Board. In addition to her work with A-CAPP, she is a Brand Protection Consultant for leading footwear and apparel brands. In the Spring of 2015, Leah retired as Director of Brand Protection for Deckers Outdoor Corporation, a US footwear company that builds niche brands into global market leaders, including the UGG® brand. In her role at Deckers, Leah directed all Anti-Counterfeit programs worldwide for the Deckers' family of brands and managed litigation against patent infringers. Deckers has been a trail blazer in counterfeit website litigation and in consumer education. Leah began her legal career in 1984 working as a Paralegal for the U.S. Department of Justice in Washington D.C. Since that time she has worked primarily in-house for various corporations for most of her career. Leah served as the 2014 Co-Chair for the American Apparel and Footwear Association's Brand Protection Council. She also served as a member of the International Anti-Counterfeit Coalition and its Subcommittee on Counterfeit Website Legislation and the Payment Provider Initiative; and was the Co-Chair of the IACC conference in fall of 2012. As an industry member of an FBI-led Working Group relating to IP Cyber-crimes, Leah helped write and develop a set of PSAs on IP-Cybercrimes and counterfeiting which were awarded an Emmy® in 2014. Leah has been interviewed on the subject of counterfeiting by numerous media franchises including Good Morning America, The New York Times, The Wall Street Journal, ABA Journal Magazine among other publications and is a frequent speaker on the issue. Leah received a BA in History from Fort Lewis College in Durango, Colorado.

Tom Holt is an Associate Professor in the School of Criminal Justice at Michigan State University specializing in cybercrime and technology abuse. His research focuses on computer hacking, malware, credit card theft, and the role that technology and the Internet play in facilitating all manner of crime and deviance. He works with computer and information systems scientists, law enforcement, businesses, and technologists to understand and link the technological and social elements of computer crime. Dr. Holt has been published in journals such as the *British Journal of Criminology*, *Deviant Behavior*, and the *Journal of Criminal Justice*, and presented his work at a variety of computer security conferences.

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of public and private sector organizations around the world to help build capacity to combat IP crime. He is considered one of UL's subject matter experts on product counterfeiting. He has given presentations at a large number of events, has led numerous anti-counterfeiting workshops and has taught at various law enforcement training academies. He is also involved with and supports a number of different anti-counterfeiting initiatives and groups on a global basis.

Monica Mena is the Senior Manager in UL's Global Security and Brand Protection department responsible for outreach and capacity building initiatives. She is the global program manager for the International IP Crime Investigators College (IIPCIC) which is an INTERPOL initiative in cooperation with UL. She has responsibility for managing the global operations and content development of the online college. She also sits on the IIPCIC Advisory Group and on the board of the Brand Protection Professional; a professional journal developed specifically for Brand Protection Managers. Prior to this role, Monica was Instructional Design Manager at UL and managed the development of learning solutions for both internal and external customers including GE and Allstate. She has over 15 years of experience facilitating and developing online and instructor-led adult learning in corporate and higher education settings. Monica has a B.A. from Amherst College and a Master's degree from the University of Chicago.

Christopher Mhike is a Zimbabwean lawyer currently enrolled for an LL.M in Intellectual Property, Information & Communications Law at the MSU College of Law. His ongoing academic pursuits are centered on Trademarks and Unfair Competition Law, with particular emphasis on Trademark Protection, Federal Unfair Competition and Domain Name Resolution. Mhike previously worked as a journalist at daily newspapers, and as an attorney at Harare-based (Zimbabwe) law firm, Atherstone & Cook Legal Practitioners. As an attorney, he focused on a wide range of fields, especially human rights, media law & policy, criminal law, and constitutional law. Once a Councilor of the Law Society of Zimbabwe (the country's Bar Association), and a Chevening Fellow trained at Bradford University and Oxford University (UK), Mhike is a member of the International Media Lawyers Association (IMLA), and he served as a Commissioner at the Zimbabwe Media Commission (ZMC) since February 2010 before his enrollment at the MSU College of Law. At the ZMC, an independent constitutional regulatory authority, he chaired the Legal Affairs and Procedures Committee. He will be serving as a legal extern with the A-CAPP Center for the summer of 2016 and will focus on the legislative history of federal and state intellectual property statutes as they relate to counterfeiting of consumer goods and packaging and secondary liability of trademark law violations.

Vernon Miller received his Ph.D. in Speech Communication from The University of Texas at Austin. He is an Associate Professor in the Departments of Communication and Management at Michigan State University. His research focuses on the communicative aspects of the employment interview, organizational socialization, newcomer information seeking, and role negotiation as well as the role of communication in large-scale organizational change processes. His work appears in the Journal of Applied Communication Research, Management Communication Quarterly, Human Communication Research, Communication Monographs, Academy of Management Review, and Journal of Managerial Issues. Dr. Miller is a member of the Academy of Management, International Communication Association, and National Communication Association. He serves as an Associate Editor to Management Communication Quarterly.

Brian Monks is the Vice President and Chief Security Officer of Global Security and Brand Protection at Underwriters Laboratories (UL). Mr. Monks has been with UL for 30 years and has worked in the intellectual property enforcement area for over 18 years. He works closely with national and international law enforcement agencies to identify and seize counterfeit products, such as the U.S. Customs and Border Protection, Federal Bureau of

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Investigations, Immigrations and Customs Enforcement, and the Royal Canadian Mounted Police. Additionally, he is an Executive Board Member of the International Anti-Counterfeiting Coalition (IACC) and acts as a special advisor to the National Electrical Manufacturers Association (NEMA) Anti-Counterfeiting Task Force, a member of the NYC Mayor's Anti-Counterfeiting Task Force, the Canadian Anti-Counterfeiting Network, Co-Chair of the Interpol Intellectual Property Crime Action Group, INTA Anti-Counterfeiting & Enforcement Committee, member of the WCO IPR Strategic Group and frequently serves as a keynote speaker at anti-counterfeiting conferences worldwide. Mr. Monks earned a Bachelor of Science from the New York Institute of Technology-Old Westbury and an MBA from Dowling College. Mr. Monks was selected in June, 2013 as a member of the A-CAPP Industry Advisory Board and board President in October, 2015.

Karen L. Sedatole is the Russell E. Palmer Endowed Professor of Accountancy in the Department of Accounting and Information Systems, Eli Broad College of Business, Michigan State University. She earned her BSE in computer engineering from Baylor University in 1987, her MBA from The University of Texas at Austin in 1989, and her PhD from The University of Michigan in 2000. Prior to her doctoral work, she worked as a systems consultant, designing and implementing customized client information systems used in forecasting, planning, and decision-making. Professor Sedatole's research focuses on the determinants and consequences of evaluation and reward systems, control in inter-organizational collaborations, and the measurement and use of non-financial performance measures for performance management. Grants supporting her research have been awarded from the PriceWaterhouseCoopers Foundation, the Institute of Internal Auditors Research Foundation, and the Institute of Management Accountants. Her research, which includes archival, field research, and experimental methodologies, has been published in *The Journal of Accounting Research*, *The Accounting Review*, *Management Science*, *Contemporary Accounting Research*, *Journal of Management Accounting Research*, *Accounting Horizons*, and *Accounting, Organizations, and Society*. She is a two time recipient of the AAA Notable Contributions to Management Accounting Research Award (2009 and 2012) and a two time recipient of the AAA Management Accounting Section Impact on Management Accounting Practice Award (2012 and 2016). Professor Sedatole is Senior Editor of *Journal of Management Accounting Research*, Editor of *Accounting Horizons*, and serves on the editorial boards of *The Accounting Review*, *Management Accounting Research*, and *Accounting, Organizations, and Society*.

Kami Silk is the Associate Dean for Research and professor in the Department of Communication and the Director of the MA Program in Health & Risk Communication at Michigan State University; she also has an appointment MSU AgBioResearch). Her expertise is in the general area of persuasive health communication, with a specific interest in developing effective health messages for the lay public that are sensitive to health literacy issues. Dr. Silk is currently a co-investigator for an NCI and NIEHS funded grant that investigates the links between the environment and breast cancer. With an emphasis on adolescent lifestyle factors [nutrition and exercise] as a strategy for risk reduction, Dr. Silk is developing health messages for mothers of adolescent girls. Dr. Silk is also a co-PI on an NIH funded project designed to teach adolescent mothers about infant-centered feeding practices.

Brandon A. Sullivan is an Assistant Professor at the Center for Anti-Counterfeiting and Product Protection (A-CAPP) at Michigan State University. He earned his PhD from the School of Criminal Justice at Michigan State University in 2015 and his Bachelor and Master of Science from Bowling Green State University. He also serves as co-Principal Investigator and Project Manager for the Extremist Crime Database (ECDB) Financial Crimes project and is a Research Affiliate with the National Consortium for the Study of Terrorism and Responses to Terrorism (START). His primary research interests are product counterfeiting, criminal networks, and financial, enterprise, and extremist crime. Other research interests include policing, media and crime, corporate crime, and environmental

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crime, as well as mixed methodology and social network analysis. Recent publications have appeared in the International Journal of Comparative and Applied Criminal Justice, Global Crime, European Journal of Criminology, International Criminal Justice Review, and Security Journal.

David Vargas is a Data Scientist and Brand Protection Manager at Qualcomm. With Qualcomm 18 years, he has established a strong reputation for being an innovative and entrepreneurial leader that delivers solutions through cross-functional collaboration. Dave is an emerging thought leader in the IPR & Brand Protection field. He is passionate about combining data science methodology with his subject matter expertise to help solve the biggest mysteries that have held us back. Mr. Vargas was selected in May, 2011 as a member of the A-CAPP Industry Advisory Board.

John Verboncoeur is the Associate Dean for Research (ADR) in the College of Engineering. His research interests are computational plasma physics with applications from low temperature plasmas to accelerators. In his role as ADR, he leads the college research strategy and operations, including facilitating research interactions with government and corporations. A key focus is working with faculty to develop their research ideas in new directions, seeking new applications and collaborations.

Kevin Weaver is the Director of Brand Protection Technology at Johnson & Johnson. Mr. Weaver has over 25 years with Johnson & Johnson, Kellogg Company, and Computer Sciences Corporation with experiences in Brand Protection, Data & Analytics, Supply Chain, Information Technology, Sales Analytics & Market Research, and Strategic Planning & Architecture. In his current role, he focuses on migrating illicit trade risks (e.g. counterfeits, diversion, tampered, trademark / copyright) across all of the Johnson & Johnson segments (Pharmaceuticals, Medical Devices, and Consumer) by enabling product protection, market intelligence, and data & analytics capabilities across the Johnson & Johnson Family of Companies. Mr. Weaver was selected in August, 2013 as a member of the A-CAPP Industry Advisory Board and currently serves on several industry associations and academic working committees.

Judith Whipple is a Professor in the Department of Supply Chain Management at Michigan State University. Prior to this, she directed the Food Industry Management Program at Michigan State University and taught at Western Michigan University in Food Marketing and Integrated Supply Management. Her teaching interests include logistics and supply chain management. Her research interests include supply chain integration, supply chain security, and collaborative commerce. Dr. Whipple was awarded the MSU University-wide Teacher Scholar Award in 2005 for excellence in teaching and research. Judy has published work in a variety of marketing and supply chain management journals, participated as a speaker in professional and academic meetings and is a member of the Council of Supply Chain Management Professionals (CSCMP), the Institute of Supply Management (ISM), and the Association for Operations Management (APICS).

Conrad Wong is an Attorney-Advisor with the China and Enforcement Teams of the Office of Policy and International Affairs (OPIA) at the headquarters of the United States Patent and Trademark Office (PTO) in Alexandria, Virginia. He handles intellectual-property enforcement issues concerning China and Taiwan, as well as countries forming the ASEAN (Association of Southeast Asian Nations) and APEC (Asia-Pacific Economic Cooperation) economies. From 2007 to 2012, he was the Intellectual Property Rights Officer with the United States Consulate General in Guangzhou, China, with responsibility for American intellectual-property issues in southern China and supervising the PTO branch there. He has 23 years of experience in intellectual-property matters, representing the United States Government and the private sector. In 1993, he joined the PTO as a Trademark Examining

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Attorney, became a Senior Attorney, and then joined the Office of Policy and International Affairs. He has litigation experience in insurance-defense matters with the law firm of Jordan, Coyne, and Savits in Washington, D.C. He served as a government-relations executive with the Specialty Equipment Market Association (SEMA), a trade association representing the automotive and vehicle aftermarket industry. A native of Palo Alto, California, he is a graduate of The Johns Hopkins University and Georgetown University Law Center. Fluent in Cantonese, he is admitted to practice law in the District of Columbia and the State of Maryland. He is an avid classic American automotive enthusiast (1960s and 1970s vintage), and a tenor drummer with the City of Alexandria Pipes and Drums, where his spouse is a piper.

Jeremy Wilson is the Director of the Center for Anti-Counterfeiting and Product Protection and a Professor in the School of Criminal Justice at Michigan State University (MSU). Prior to joining MSU, Jeremy was a Behavioral Scientist at the RAND Corporation where he directed many local, national, and international public safety projects and served as founding Associate Director of the Center on Quality Policing and founding Director of the Police Recruitment and Retention Clearinghouse. He is a visiting scholar in the Australian Resource Council's Centre of Excellence in Policing and Security at Griffith University, and he recently held the Willett Chair in Public Safety in the Center for Public Safety at Northwestern University and was an adjunct professor of public policy at Carnegie Mellon University. Jeremy has collaborated with police agencies, communities, task forces, governments, and professional organizations throughout the U.S. and the world on many of the most salient public safety problems. Jeremy's research on anti-counterfeiting integrates and draws from his broader interests in the areas of law enforcement, violence prevention, and internal security.

Lorryn Young is a rising second year law student at the MSU College of Law with an emphasis in Intellectual Property, Information, and Communications Law. Lorryn's interests include securing and protecting trademarks and copyrights in the media and entertainment industries. She currently holds a B.S. in Education from Illinois State University. She will be serving as a legal extern with the A-CAPP Center for the summer of 2016 and will focus on the legislative history of federal and state intellectual property statutes as they relate to counterfeiting of consumer goods and packaging and secondary liability of trademark law violations.

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Her research examines the impact of messages and social-psychological factors on health and environmental risk behaviors with a focus on culturally-based differences and similarities. To this end, Dr. Lapinski has conducted collaborative research projects with her students and colleagues in a number of countries in Asia, the Pacific Rim, Central America, and Africa. Her work has been presented at national and international communication and public health conferences, published in refereed journals including The Proceedings of the National Academy of Sciences, Health Communication, Communication Monographs, and others. Her research has been funded by agencies such as the National Science Foundation, World Health Organization, National Institutes of Health, and United States Department of Agriculture. Her favorite courses to teach are International Health Communication, Risk Communication, and Health Communication for Diverse Populations.

Hairong Li is a professor in the Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University. His research has covered the uses, effects and implications of digital technology in advertising, communication and marketing, with recent focus on digital analytics. He has published extensively and been rated a productive scholar by four citation studies. His articles have appeared in many leading journals, such as the Journal of Advertising, Journal of Advertising Research, International Journal of Advertising, Journalism and Mass Communication Quarterly, New Media and Society, Journal of Computer-Mediated Communication, Journal of Consumer Psychology, Psychology and Marketing, Journal of Interactive Marketing, and Journal of International Business Studies. Dr. Li is a founding editor of the Journal of Interactive Advertising and an editorial board member of three major academic journals in the United States and Europe. His professional experience also includes visiting professor at City University of Hong Kong, guest editor of a special issue on big data in advertising for the Journal of Advertising in 2016, chair for the American Academy of Advertising 2014 Preconference on big data for advertising research and education in Atlanta, executive director for Panmedia Institute in Beijing, senior visiting scholar at Tsinghua University, chair of the American Academy of Advertising 2009 Asia-Pacific Conference in Beijing, chair of the AAA 2004 Publications Committee, and Fulbright Scholar at Nanyang Technological University in Singapore.

Dan Linna is the Director of LegalRnD - The Center for Legal Services Innovation and a Professor of Law in Residence at Michigan State University College of Law. Previously, Dan was an equity partner in the litigation department at Honigman Miller Schwartz and Cohn. He was also a member of Honigman's Automotive and Manufacturing; e-Discovery and Information Management; Commercial Transactions; and Social, Mobile, and Emerging Media groups. Dan joined Honigman after clerking for U.S. Court of Appeals Judge James L. Ryan. Before law school, Dan was an information technology manager, developer, and consultant. He is the co-founder of and lead organizer for the Detroit and Chicago Legal Innovation & Technology meetup groups. Dan received his BA from the University of Michigan, a second BA and an MA in public policy and administration from Michigan State University, and his JD from the University of Michigan Law School.

Warren MacInnis is the Director of Global Brand Protection for UL and resides in Canada. His team's main purpose is to safeguard people, products and places from counterfeit UL marks while protecting the integrity and enhancing the value of the UL brand and the brands of UL's customers. Warren joined UL in 2007 after retiring from the Royal Canadian Mounted Police (RCMP) with nearly 22 years of service. Prior to his retirement, he spent 10 years managing and investigating counterfeiting and piracy crimes in the Greater Toronto Area with the RCMP's Federal Enforcement Section. As part of his current responsibilities he manages UL's Anti-Counterfeiting enforcement efforts and the Outreach & Capacity Building program which is responsible for initiatives such as the IP Crime Investigators College, the UL Brand Protection Conference and the International Law Enforcement IP Crime Conference. Warren works in partnership with a large number

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Kari Kammel has over eight years experience in training, adult education, program management, and design spanning multiple disciplines. She worked at MSU, managing Middle East programs for the Visiting International Professional Program. Prior to coming to MSU, she was Deputy Chief of Party at DePaul College of Law's Iraq office, where she managed rule of law programs; and Deputy Executive Director in the Chicago office. She is a licensed attorney in Illinois and Michigan and has experience researching in intellectual property law, rule of law, and international criminal law. She holds a J.D. from DePaul University, an M.A. in Political Science from the American University in Cairo, and a B.A. from the University of Chicago. Currently, she serves as the Assistant Director of Education and Outreach for the A-CAPP Center.

Jay Kennedy is an Assistant Professor in the Center for Anti-Counterfeiting and Product Protection (A-CAPP) and School of Criminal Justice at Michigan State University. He received his Ph.D. in Criminal Justice at the University of Cincinnati, where he was Graduate School Dean's Distinguished Fellow, as well as a Yates Scholar. While at the University of Cincinnati Jay was awarded a Graduate Minority Fellowship from the American Society of Criminology, and received several research grants and awards. A graduate of the MBA program at the Carl H. Lindner College of Business, University of Cincinnati, his research focuses upon deviance within corporations. Specifically, his research and published works explore issues of employee theft within small businesses, the multi-level antecedents of corporate crime, and the role business ethics plays in decision-making. Prior to attending graduate school, Jay spent 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.

Rod Kinghorn retired in June 2012 as General Director of Global Security at General Motors where he was responsible for GM's Global Security Operations. Mr. Kinghorn graduated from Michigan State University School of Criminal Justice in 1974 with a Bachelor of Science degree. Upon graduation, he worked with General Motors Security from 1974 until his retirement in a variety of positions. In addition to security-related functions, he also held positions where he was responsible for fire protection and prevention, plant safety and worker's compensation, employee business travel and company vehicle operations. A majority of his assignments since 1984 for GM were in the field of investigations where he used an integrated business process to direct investigations that included: internal and external frauds, thefts, major policy violations, allegations of criminal activity, loss of proprietary information, forensic analysis of information systems, counterfeit automotive parts, health care fraud, workplace violence threats, and undercover drug operations in support of GM's Global Operations. During his career Mr. Kinghorn's participation in related professional organizations has included serving 10 years on the Nevada Safety Council Board of Directors, with seven years as the Vice President of Administration, Chairman of the Sierra Nevada Chapter of the American Society for Industrial Security (ASIS), advisor, Secretary, President and Chairman for the Michigan Chapter of Infragard, and Chairman for the Michigan State University Identity Theft business partnership. In 2004, Mr. Kinghorn was honored as a recipient of one of the first Alumni service awards presented by the MSU School of Criminal Justice during a ceremony held in East Lansing, Michigan. Additionally, Mr. Kinghorn was an inaugural member of the A-CAPP Industry Advisory Board. Currently, he serves as an Outreach Specialist for the A-CAPP Center.

Maria Lapinski is joint-appointed as a Professor in the Department of Communication and Michigan Ag-Bio Research at Michigan State University (MSU). She served as the Associate Dean for Research for the College of Communication Arts and Sciences and in that role facilitates interdisciplinary research partnerships and identification of funding sources for faculty research. Dr. Lapinski received her doctorate in 2000 from MSU and her Master of Arts from University of Hawaii, Manoa.

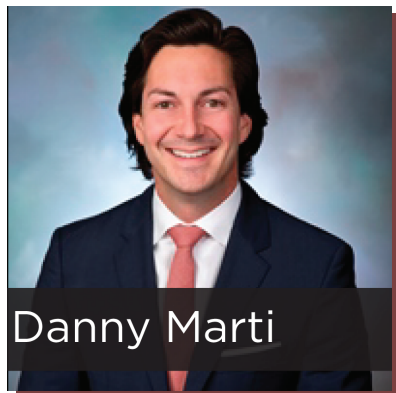
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KEYNOTE SPEAKERS



Douglas George

Douglas George joined the Department of External Affairs and International Trade in 1982 as a Desk Officer for the Commercial Policy Division. His assignments in Ottawa included work in the Department's Consular Operations Bureau, the General Agreement on Tariffs and Trade (GATT) Affairs Division, US Trade and Economic Policy, and work as a Senior Departmental Assistant in the Office of the Minister of International Trade. In 1997 he became Director of the Softwood Lumber Division, then Director of the Intellectual Property, Information and Communications Technology Trade Policy Division. He also has served as Director of the Tariffs and Goods Market Access Division. Abroad, Mr. George served in Kingston, Jamaica as Second Secretary and at Canada's Mission to the GATT (Geneva) as First Secretary in Geneva. From 2000 to 2004 he was Counsellor at the Canadian Mission to the European Union. From 2011 to 2014, he served as Canada's Ambassador to Kuwait. Mr. George took up his current assignment as Consul General of Canada in Detroit, representing Canada in Michigan, Ohio, Indiana, and Kentucky, on May 2, 2014. He succeeds Dr. Roy Norton. Originally from Sarnia, ON, Mr. George holds a Bachelor of Science (Zoology) from the University of Toronto and a Master's of Business Administration from Queen's University in Kingston, ON.



Danny Marti

Danny Marti currently serves as the U.S. Intellectual Property Enforcement Coordinator within the Executive Office of the President. Mr. Marti was nominated by President Obama in August 2014, and Mr. Marti took office in March 2015 following unanimous (92-0) confirmation by the United States Senate. The Office of the U.S. Intellectual Property Coordinator is charged with developing the Administration's intellectual property enforcement strategy and is the primary office responsible for coordinating the efforts of the U.S. Government criminal, national security, and economic agencies engaged in intellectual property policy and enforcement. Prior to joining the Administration, Mr. Marti was a Partner at Kilpatrick Townsend & Stockton LLP, where he specialized in the protection, management and enforcement of intellectual property in the United States and abroad. Mr. Marti advised clients in connection with international trademark portfolio management, licensing, and other intellectual property-based transactions, and represented clients in a wide range of cases involving trademarks, false advertising, unfair competition, copyrights, trade secrets, cybersquatting and computer fraud and abuse matters before various U.S. federal courts, as well as the Trademark Trial and Appeal Board and the World Intellectual Property Organization. Within Kilpatrick Townsend, Mr. Marti held multiple leadership roles, including serving as the Managing Partner of the firm's Washington, D.C. office and Co-Chair of the firm's Intellectual Asset Acquisitions & Transactions Group. Mr. Marti has served on several professional associations and charitable boards, including the International Trademark Association and the American Cancer Society's National Capital Region Corporate Council. Mr. Marti received a B.A. from Georgetown University and a J.D. from Emory University School of Law.

BIOGRAPHIES PANEL SPEAKERS

Jack Chang, Vice Chairman of the Quality Brands Protection Committee (“QBPC” www.qbpc.org.cn). He was one of the founders of the QBPC and was elected as the Chairman from 2003 to 2013 and served as the Honorary Chairman from 2014 to June 2015. Jack is now the Special Counsel to the Chairman of L Brands International. He was the Corporate Senior IP Counsel for Asia for General Electric Company from 2006 to 2014. Before then, he served Johnson & Johnson (“J&J”) for 17 years. Jack was relocated to Shanghai, China, in Jan. 1998 to set up the Asia/Shanghai Office of the Corporate Law Dept. of J&J. Later he set up and led the IP Protection Office of the J&J operating companies in China in addition to his responsibility as the Corporate Assistant General Counsel in Shanghai. Jack served as a pro bono IP Advisor to the Shanghai IP Administration from 2007 to 2014. His comments were adopted into the Chinese Trademark Law, Patent Law, Product Quality Law. Jack was selected by the Managing IP as one of the 50 IP figures in 2006, 2007, 2008, 2010, 2011, 2012, 2013 and 2014. In 2012, Jack was awarded by the Global Anti-counterfeiting Group the prize of Personal Achievement of The Year in Anti-Counterfeiting.



Ron Davis recently retired from Qualcomm as the Senior Director of Brand Protection. Recruited in 2005 to establish their Brand Protection Program, Ron was responsible for management of their global brand protection/intellectual property rights investigation and forensic evaluations. In this role, he traveled to China and Asia multiple times each year and worked closely with the Chinese citizens that composed his brand protection team there, as well as the Quality Brands Protection Committee (QBPC) in China. Prior experience includes United States Marine Corps combat helicopter pilot, FBI Special Agent; big-four international security consultant; security director for General Dynamics Space Systems; volunteer security director for Dennis Conner’s successful America’s Cup campaign; global director, corporate security for Honeywell; and anti-counterfeit leader for Cisco Systems, living in Hong Kong, where he created and managed their program to complement ongoing IPR and gray market efforts. He continued his long involvement in the industry as the only U.S. based Vice Chairman of the 215+ corporate member QBPC. Upon announcing retirement Ron was elected as QBPC’s Vice Chairman Emeritus and “Goodwill Ambassador” to the United States. He has been designated a Certified Protection Professional (CPP) and Certified Fraud Examiner (CFE). He is also a long term member of the Board of Directors, not-for-profit, Identity Theft Resource Center (ITRC). Mr. Davis was selected in May, 2011 as a member of the A-CAPP Industry Advisory Board and served a term as President. Given his unique experience, Ron is recognized as one of the most experienced professionals in the brand protection space and brings a valuable perspective from having lived/worked in Hong Kong/China/Asia. Ron is currently working with the A-CAPP Center as an Industry Fellow and pursuing opportunities to share his unique knowledge with other brand protection professionals.

