



## 2018 SUMMER NEWSLETTER

### Ten-Year Report



Join us in celebrating 10 years!

We recently released, "**Breaking New Ground in the Global Fight Against Product Counterfeiting: A Look at the A-CAPP Center's First Ten Years as a Strategy Leader**", which highlights various research, education, outreach and partnership building activities. Click on the image to read the report.

We are thankful for the support we have received and look forward to the next 10 years!

### Staff and Partner News

After ten years of service, Jeremy Wilson stepped down as director of the Center for Anti-Counterfeiting and Product Protection on August 15. As its first director, Jeremy helped establish the A-CAPP

### Recent Activities

Jay Kennedy was recently interviewed by CNN regarding the unsolved mystery of the "Tylenol murders" in 1982. He discusses new developments in packaging to combat counterfeit risks. To read the full article, follow the [link](#).

Jay Kennedy presented at the West Michigan chapter of the Information Security Audit and Control Association's conference in June.

Jeremy Wilson participated in the Europol IP Crime Conference in Budapest in June.

Jay Kennedy attended the Academy of Management annual meeting in Chicago in August.

### Upcoming Events

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

Jay Kennedy and Kari Kammel will be attending and hosting an exhibit booth at the [2018 International Law Enforcement Intellectual Property Crime Conference](#) from September 25-26 in Dubai, UAE.



Center as the first and pre-eminent academic center in the field of brand protection. Under his leadership, the Center has worked with dozens of partners in fulfilling its mission through research, education, and outreach. Our annual Brand Protection Strategy Summit, publication of *The Brand Protection Professional*, and a vibrant intern program helping train the next generation of brand protection professionals are also among his legacy. We are delighted that, as he returns to academic life, Jeremy will continue his research collaborations with the Center.

On January 1, Jeff Rojek will begin his term as the A-CAPP Center director. Jeff is currently director of the Center for Law and Human Behavior at the University of Texas at El Paso. His research has centered on partnering with the law enforcement community, including research funding from federal and local sources resulting in numerous scholarly publications. Jeff looks forward to working with the A-CAPP Center advisory board and other stakeholders to expand the Center's research agenda and its educational programming. We will have more on Jeff in future issues of the newsletter.



Ms. Kari Kammel, currently the Center's assistant director of education and outreach, will serve as interim director for the A-CAPP Center until January 1, 2019.

Our thanks to Jeremy for his service and to Kari for guiding us through this time of transition, and our warmest welcome to Jeff.

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## Research of the Month

Check out the A-CAPP Center's "Research of the Month" for August. This month's video highlights the article, *[Towards a more proactive approach to brand protection: Development of the Organisational Risk](#)*

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, MI. For more information, follow the [link](#).

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Jay Kennedy will be speaking on a panel at the [Annual Fraud and Anti-Counterfeiting Conference](#) on October 5 in Toronto, Canada.

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## Education

### Professional Certificate Now Available

The Professional Certificate in Anti-Counterfeiting and Product Protection is now available. All 17 courses are offered 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.

[Learn More](#)

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### Applied Courses in Brand Protection

The A-CAPP Center is now offering 2 new applied courses in brand protection 100% online.

The courses will present information in a way that assumes participants have already developed a basic foundation in the topical area, which will allow for in-depth coverage of each of the topics. Utilizing a case study format, participants can readily apply lessons to real world counterfeiting/brand protection

*Assessment for Product Counterfeiting (ORAPC)* by Jeremy Wilson, Jay Kennedy, and Ryan Labrecque. The article discusses ways to proactively prevent and address product counterfeiting using their ORAPC risk assessment model. Click on the video to learn more.



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## A-CAPP Launches New Website

The Center for Anti-Counterfeiting and Product Protection has revamped its website at <http://a-capp.msu.edu/>. The new site has sections on

- *Research*, including links to all A-CAPP Center research to date, with categories and tags to find relevant reports more quickly
- *Outreach*, including links to information on our annual Brand Protection Strategy Summit, past issues of *The Brand Protection Professional* and our eNewsletter, and a list of upcoming events
- *Education*, including our academic and professional certificates and courses, executive education, and student programs
- *Giving*, including information on how you can support the A-CAPP Center
- *“About Us,”* including information on A-CAPP Center staff and fellows, advisory board members, and how to contact us

The Center also has a new LinkedIn page at <https://lnkd.in/g6QjaUJ>. Follow us there today to receive all our social media updates!

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## 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. Proceedings of Summits held in **2015**, **2016**, and **2017** are available online.

View the [\*Provisional Agenda\*](#).

**Data Analytics for Brand Protection**

issues and will develop an advanced level of knowledge of product counterfeiting and brand protection topics.

- **Building and Sustaining Brand Protection Teams 1:** Team Composition, Organization, Leadership, Success and Failure
- **Building and Sustaining Brand Protection Teams 2:** Service-Based Teams, Barriers, Success

The instructor-led courses taught by Dr. Jay Kennedy are coming early 2019!

[Learn More](#)

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## 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](mailto:kkammel@msu.edu).

*How can organizations use data to advance brand protection?*

## **The Total Business Solution and the Brand Protection Team**

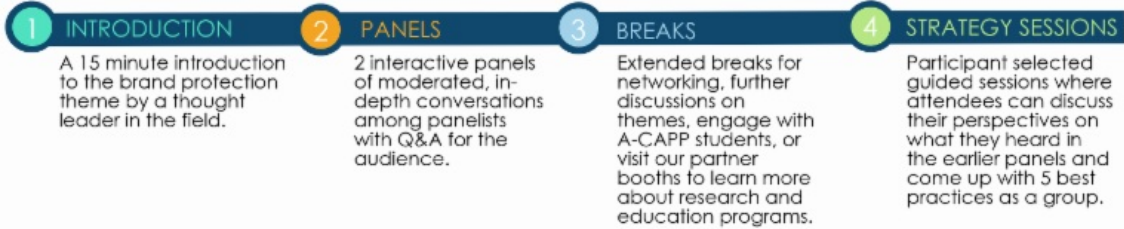
*How can brand protection be a total business solution?*

## **Product Counterfeiting and the Connection to Other Illicit Activities**

*What do you need to know and what can you do?*

Each theme contains the following

### 4 SESSIONS



**REGISTER**

## Connect with us

