



2018 FALL NEWSLETTER

2018 Brand Protection Strategy Summit



Our fourth annual Brand Protection Strategy Summit was held October 2-3 in East Lansing, MI. The Center welcomed over 120 attendees with 34 brands, 11 law enforcement/government organizations, and 14 MSU academic units.

The Summit addressed three main themes: Data Analytics for Brand Protection, The Total Business Solution and the Brand Protection Team, and Product Counterfeiting and the Connection to Other Illicit Activities. Attendees heard introductory presentations from thought leaders related to each theme along with panel discussions and strategy sessions on each topic.

The December issue of the Brand Protection Professional will summarize Summit proceedings. Past Summit proceedings reports are available for [2017](#), [2016](#), and [2015](#) on our website. The fifth annual A-CAPP Center Brand Protection Strategy Summit is tentatively scheduled for September 24-25, 2019.

Congratulations to our award winners! Kevin Weaver and Jeremy Wilson were awarded the

RECENT ACTIVITIES

Jay Kennedy and Kari Kammel attended and had an exhibit booth at the 2018 International Law Enforcement IP Crime Conference in Dubai, UAE on September 25-26.



Jay Kennedy was a panelist at the Annual Fraud and Anti-Counterfeiting Conference in Toronto, Ontario on October 5.

[Saleem Alhabash](#) of Communication Arts and Sciences keynoted at the IPR Center's Research Symposium on October 24. Saleem spoke about the power of social media influence. Read more about Saleem's presentation in the Staff and Partner News Section of the newsletter.

Pioneer Award, Brian Monks received the Brand Protection Hero Award, Emily Osika was recognized for receiving the Matthew Maher Scholarship, and Kari Kammel received a special recognition award.



A special thank you to our event sponsors. The Summit would not be possible without their support.

EVENT SPONSORS:



GIFT SPONSORS:



Applied Courses in Brand Protection



Jay Kennedy and Kari Kammel attended the ASOP Global Foundation's Spotlight on Illegal Online Drugs Sales Research Symposium on November 14.

UPCOMING EVENTS

Connect with the A-CAPP Center staff at these upcoming events.



Patricia Huddleston of Communication Arts and

Sciences and Kari Kammel will be speaking at the USPTO's Roundtable on IP and Consumer Behavior on November 29.

Jay Kennedy will be speaking at the Department of Justice and the Southeast European Law Enforcement Center's Combating Intellectual Property Theft Through Increased Container Security Workshop in Bucharest, Romania on November 27-28.

EDUCATION

The A-CAPP Center will be offering two applied courses on building brand protection teams in early 2019. Participants should have a basic understanding of the topic area, which will allow for in-depth coverage of the topics. The online courses will be taught by Dr. Jay Kennedy, and each course will last two weeks.

- **Building and Sustaining Brand Protection Teams 1: Team Composition, Organization, Leadership, Success and Failure**
 - January 20 - February 2, 2019
 - \$750
- **Building and Sustaining Brand Protection Teams 2: Service-Based Teams, Barriers, Success**
 - February 17 - March 2, 2019
 - \$750

[Learn More](#)

Staff and Partner News



This fall, the Center welcomed four interns and a legal extern to join our team. They are Lindsey England (Criminal Justice, Senior), Mike Pifer (Pre-Law, Senior),

Ben Middleton (Law, 3L), Emily Osika (International Relations, Junior), Whitley Huelskamp (Electrical Engineering, Junior), and Casie Wakeley (Criminal Justice, Senior).

The A-CAPP Center attended the IPR Center's Symposium, *Leveraging the Influence of Social Media*, on October 24. The event uniquely addressed the powerful, influential messaging of social media in the context of counterfeit goods, both positive and



Anti-Counterfeiting and Brand Protection Professional Certificate

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.

[Contact us](#) for corporate enrollment opportunities.

[Learn More](#)

Executive Education

The A-CAPP Center offers custom brand protection training programs. Such programs are part of our larger mission of pursuing cutting-edge research projects, sharing new solutions to brand protection challenges as developed through evidence-based research, and providing thought leadership and education in the area of brand protection. For further information, [contact us](#).

negative. Dr. Saleem Alhabash, an A-CAPP Center partner and professor of Public Relations and Social Media in the College of Communication Arts and Sciences opened the morning session with a compelling glimpse into his research on behaviors on social media. Additional A-CAPP Center attendees included Kari Kammel, Interim Director, Mike LeMieux, Law Enforcement Fellow, and Dr. Erin Bunting, A-CAPP Center Partner and Director of MSU's RSG&IS.

Learn More About the Brand Protection Professional Journal

Our October Research of the Month video featured our quarterly publication, *The Brand Protection Professional* (BPP). The BPP aims to advance brand protection through an accessible, comprehensive forum containing essential information for the brand protection community.

Share your knowledge and experience

WHAT COULD **BRIT** MEAN FOR BRAND PROTECTION?

8,311 views combined to date

1,185 subscribers

100% online

To see these videos, follow us on our social media accounts.



Free digital copies to the BPP are available through subscription. After receipt of many requests, we are assessing subscriber interest in receiving a hard copy of the BPP for a fee. Please respond to the survey if you are interested in receiving print copies in addition to the electronic version.

OUTREACH

The Brand Protection Hero Award

This award recognizes significant contributions to the field of brand protection and to combating product counterfeiting. It honors an individual who has demonstrated commitment and added value to the brand protection 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), from L Brands, and Brian Monks (2018) from UL.

For more information, or to nominate a candidate, please follow the link. Nominations for the 2019 award are due July 2, 2019.

[Learn More](#)

Connect with us

