



2019

WINTER NEWSLETTER

Want a quick way to get up to speed on counterfeits in the supply chain?



APPLIED BRAND PROTECTION TRAINING PROGRAM

Take one of our short Applied Courses this spring!

What courses are available?

Supply Chain and Counterfeits 1:

Proactive Measures

March 17 - March 30, 2019

\$375

Supply Chain and Counterfeits 2:

Situationally Relevant Responses

April 14 - April 27, 2019

\$375

Where are the classes?

The courses are 100% online in Canvas Instructure.

Who is the Instructor?

Courses will be taught by Dr. Jay Kennedy, Assistant Professor at the A-CAPP Center and the School of Criminal Justice.

How long are the classes?

Each class runs for two weeks.

When do the classes meet?

There is no set meeting time. Participants will be able to login at their convenience to complete assignments in order to meet weekly deadlines.

UPCOMING EVENTS

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

Kari Kammel will speak at the 2019 International Law Review Symposium: Trafficking, on state level anti-counterfeiting laws to be held at the MSU College of Law on February 21 and 22.

Kari Kammel will attend a World Trademark Review event on Brand Protection Online in Chicago on March 5.

Jay Kennedy will attend a National Science Foundation event on Illicit Supply Chain Networks to be held at George Mason University in Fairfax, Virginia, March 25-27.

Jay Kennedy will speak at the Workshop on Trade in Counterfeit Food, Beverages, Cosmetics, and Fast Moving Consumer Goods hosted by the USPTO in Vietnam in April.

Join us in East Lansing for a World IP Day Event on April

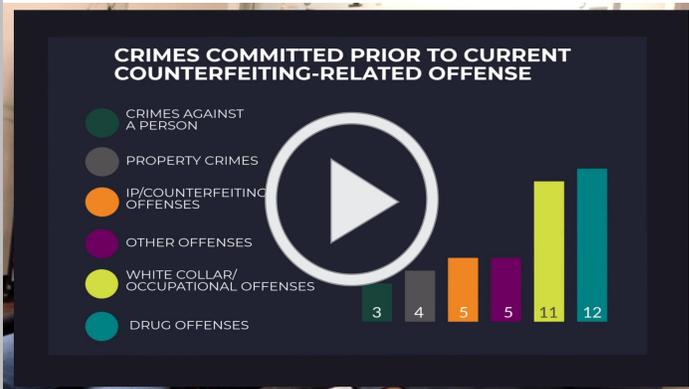
What is the structure of the courses?

Courses will include various reading assignments, quizzes, lectures, and video chats with the instructor and other participants to allow for a fully engaging course.

[Learn More](#)

What other crimes are related to counterfeiting?

We spoke to Jay Kennedy and Jeff Rojek about the recently published article, *A-CAPP Center Product Counterfeiting Database: Insights into Converging Crimes*. They spoke about the importance of this research and its implications for brand owners and law enforcement. See below for **three** takeaways from our research.



Social Media Research



Saleem Alhabash, an A-CAPP Center partner with the College of Communication Arts and Sciences, researches the ways in which social media can contribute to risky behaviors or aggressive communication online. This can often contribute to counterfeiting online. Watch the video to learn more about his research and what brands can do to prevent counterfeiting online.

25! For details, see the main column.



A-CAPP Center staff will be attending and have a booth at the IACC Spring Conference and the INTA Annual Meeting, both to be held in Boston.



The A-CAPP Center will hold its fifth annual Brand Protection Strategy Summit September 24-25 at the East Lansing Marriott University Center. For more details, see the link.

RECENT ACTIVITIES

Jay Kennedy spoke at the Combating Intellectual Property Theft through Increased Container Security Workshop on Active Guardianship at Ports, hosted by the Department of Justice and the Southeast European Law Enforcement Center, in Bucharest in November.

SOCIAL MEDIA USE IS...



BUT... It provides a **new** platform for consumers & brands to interact

Staff and Partner News

This spring, the Center welcomed students from:

- MSU's College of Law
- Political Theory and Constitutional Democracy
- Criminal Justice
- Social Relations and Policy
- International Relations
- Marketing
- Political Science/Prelaw

How to apply for the summer semester:

- Undergraduate and graduate MSU students can apply via **Handshake** until April 8
- MSU College of Law students can apply via CASE until April 8

Interested in supporting our students?

Scholarship opportunities are available. See the [link](#) for more information.



Jeff Rojek has officially begun as the Center's Director. To welcome him to the team and MSU as a whole, the Center held an Open House on January 10. The Open House allowed for many of our cross-campus partners to connect with the Center and with each other.



Patricia Huddleston, our partner from Communication

Arts and Sciences, and Kari Kammel spoke on Effective Advertising, Messaging, and Neurotriggering as it Relates to Consumer Behavior Around Counterfeits at the USPTO Roundtable on IP and Consumer Behavior in November.

The A-CAPP Center held an Open House to welcome Jeff Rojek as our new director in January.

Leah Evert-Burks attended the IQPC: Anti-Counterfeiting & Brand Protection Summit in San Francisco in January to promote the Brand Protection Professional and the Professional Certificate.



EDUCATION

**Anti-Counterfeiting
and Brand Protection
Professional**

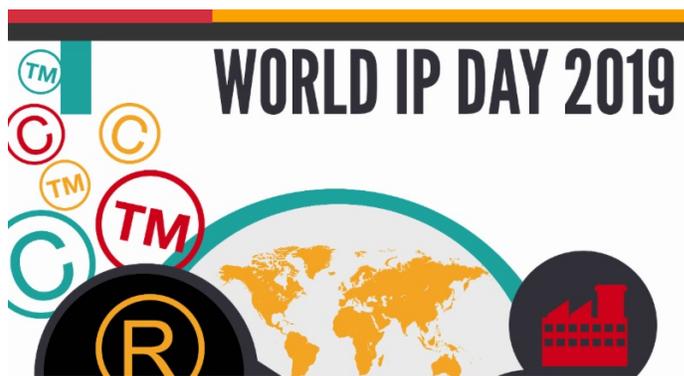
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I am very excited to join the outstanding team at A-CAPP and look forward to working with our industry, law enforcement and academic partners. We will continue to grow the footprint of A-CAPP as a go-to source for counterfeiting and brand protection issues related to research and supporting the development of current and future workforce capacity in these areas.

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- Jeff Rojek

World IP Day Event



Save the date for this year's World IP Day event on April 25 at Michigan State University, co-sponsored by the A-CAPP Center, MSU College of Law's Graduate Programs, and the International Business Center. This year's event will focus on Bridging the Intersection of Counterfeits and Regulations.

This one-day event at MSU College of Law will explore the complexities of anti-counterfeit laws with industry regulations, as well as provide a space for networking on the issue of brand protection. For more information, contact [Kari Kammel](#).

Do you know someone who has made a significant contribution to the brand protection field?

Consider nominating them for the 2019 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

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](#)

Student Scholarship Program

Each semester, the Center hires undergraduate, graduate, and legal interns to assist with our various research, outreach, and education programs. They are critical to our daily operations. Our student program is funded through sponsorships. Sponsors receive recognition on our website, student events, student materials, and at our annual Summit. Sponsors will also gain access to the Center's talent pool for recruiting. To learn more about the various sponsorship opportunities, follow the [link](#).

Customized Executive Education

The A-CAPP Center offers custom brand protection training programs. Such programs are part of our

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; James Kryskowiak (2017) from Syngenta; Brian Monks (2018) from UL.

Nominations for the 2019 award are due July 2, 2019.

[Learn More](#)

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](#).

Connect with us

