




WORLD IP DAY 2019

Bridging the Intersection of
Intellectual Property &
Regulations



APRIL 25
MSU COLLEGE of LAW
Castle Board Room
Room 343
East Lansing, MI

ORGANIZERS

WORLD IP DAY 2019

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Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

The Center for Anti-Counterfeiting and Product Protection (A-CAPP) is the first and preeminent academic body focusing upon the complex global issues of anti-counterfeiting and product protection of all products, across all industries, in all markets on strategies to work effectively to detect, deter, and respond to the crime.

Brand owners, government agencies, professional associations, and others all share in the challenge of responding to counterfeit goods and product protection issues. The A-CAPP Center is an independent, interdisciplinary evidence-based hub, offering research, educational programs, information, and partnership opportunities designed to assist in protecting brands and products of all industries worldwide.

<https://a-capp.msu.edu>



International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY



The International Business Center (IBC) in the Broad College of Business is a National Resource Center by the U.S. Department of Education (i.e., a Center for International Business Education and Research). Our mission is to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international business and trade. The Global Business Club (GBClub) is a program of monthly educational events designed to provide knowledge and networking for local businesspersons.

<https://ibc.msu.edu>
<https://gbclub.msu.edu>



Global Food Law Program
Graduate and International Programs
College of Law
MICHIGAN STATE UNIVERSITY

The Michigan State University College of Law's Global Food Law Program gives lawyers, regulators and other industry professionals the tools they need to succeed in a constantly evolving market. Rapidly changing regulations create new hurdles for working professionals and their employers on a continuous basis. The Global Food Law Program provides today's professionals with knowledge, resources and practices to face tomorrow's challenges.

Global Food Law Program alumni and students work with some of the food industry's leading companies from around the world to:

- Interpret international laws and regulations
- Bridge the gap between regulators and industry
- Influence food safety policy



Start the day by earning a certificate in the basics of brand protection, international sales, or global food law during the opening seminars

Introduction to Brand Protection

This seminar will explore how to identify primary intellectual property protections and their definitions, how to identify intellectual property infringement, and explain the impact of counterfeit goods and proactive and reactive measures to address them. Facilitated by the Center for Anti-Counterfeiting and Product Protection's Kari Kammel, Esq.



Export 101: Grow Your Business with International Sales

This seminar will explore how to research and select your target audience, identify and select your best international partner, shipping and logistics and complying with federal law. Facilitated by the International Business Center's Jade Sims.



Introduction to Food Law

Considering expanding your market? Developing a new product for international markets? Explore the essentials of food laws and regulations and the various administrative and regulatory agencies governing the industry as we discuss the regulation of food and issues that arise when entering a new foreign market. Facilitated by the College of Law's Glenford Jameson.



9:00 - 9:30 am

Registration & Breakfast

Sponsored By:



9:15 - 9:30 am

Opening

9:30 - 10:15 am

Panel 1: *Supplier and Sourcing*

Moderator

Leslie Johnson, MSU Global Food Law Program

Panelists

Terry Kjellsen, Gordon Food Service

Jay Kennedy, MSU A-CAPP Center

Anand Nair, MSU Supply Chain Management

Darryl Pugh, Homeland Security Investigations

10:15 - 10:45 am

Break & Networking

Sponsored By:



10:45 - 11:30 am

Panel 2: *Manufacturing*

Moderator:

Kari Kammel, MSU A-CAPP Center

Panelists:

Glenford Jameson, MSU College of Law

R.J. Cronkhite, Maddin, Hauser, Roth & Heller, P.C.

Sean Pager, MSU College of Law

James Schoenherr, Recon Management Group, LLC

11:30 - 1:00 pm

Networking Lunch

1:00 - 1:45 pm

Panel 3: *Distribution and Retail*

Moderator

Jade Sims, MSU International Business Center

Panelists

John Hertig, Butler University

Staci DeRegnaucourt, Quinn IP Law

Donald Martin, U.S. Customs & Border Protection

Ahmet Kirca, MSU Marketing

1:45 - 2:00 pm

Break & Networking

2:00 - 2:45 pm

Breakout Sessions: Special Topics

1. Saleem Alhabash, MSU Communication Arts & Sciences

Information Communication Technologies, including mobile devices and social media platforms have facilitated online and offline risks related to intellectual property. In this breakout session, we will start with a basic understanding of how Internet users are influenced by social media when it comes to adopting risky behaviors, from alcohol use and overuse, drug use, aggression, piracy, and dissemination of illegal content. The breakout will, then, envision ways to motivate consumer protection practices to educate consumers about the IP risks on social media.

2. Pervin Taleyarkhan, Whirlpool Corporation

This session will be geared toward exploring ways to "seek value in change" and how to optimize exploiting your IP opportunities while mitigating risks when different motivating factors play into innovation. Participants will engage in a discussion on how to drive value in IP development, including molding an invention that will eventually be claimed in a patent application, generating ideas for strong trademark(s), and ensuring proper policing mechanisms are in being considered early and often as the innovation progresses.

3. Angie Salazar & Darryl Pugh, Homeland Security Investigations

Global Trade Task Force: Multi-Agency Task Force The GTTF consists of special agents and officers from HSI's Global Trade Investigations/ Counter-Proliferation Investigations, U.S. Customs and Border Protection-Office of Field Operations, the U.S. Drug Enforcement Administration, the U.S. Food and Drug Administration - Office of Criminal Investigations, and the U.S. Department of Commerce - Bureau of Industry and Security. The GTTF's goal is to leverage robust import and export controls and combine investigative, interdiction, regulatory, and licensing capabilities from all partner agencies to combat illicit trade fraud crimes.

2:45 - 2:50 pm

Remarks

Nicole Noll-Williams, Office of Senator Gary Peters

2:50 - 3:00 pm

Closing

3:00 - 4:30 pm

Networking Reception

TM

Saleem Alhabash (MSU Communication Arts & Sciences)



Saleem Alhabash is an Assistant Professor of Public Relations and Social Media, jointly appointed by the Department of Advertising and Public Relations, and the Department of Media and Information. His research focuses on the processes and effects of new and social media. More specifically, Saleem's research investigates the cognitive and emotional responses, and psychological effects associated with using social networking sites and playing serious/persuasive video games. His research is geared toward understanding how new communication technologies can be utilized in cross-cultural and international communication, with emphasis on changing attitudes and stereotypes of foreign nations. Saleem received his Ph.D. from the University of Missouri School of Journalism. He brings a diverse experience in global media and strategic communication.

R.J. Cronkhite (Maddin, Hauser, Roth & Heller, P.C.)



R.J. Cronkhite is a shareholder with the law firm Maddin, Hauser, Roth & Heller, P.C. R.J. specializes in solving the specific challenges involved with trade secrets, non-competes, non-solicits, unfair competition, antitrust, workforce management, and related contracts, employment agreements, and lawsuits. R.J. runs a website and blog devoted to these timely issues: <https://stopcomp.com/>. R.J. has successfully litigated numerous trade secret disputes, including suing two Chinese companies and their Michigan-based manufacturer's representative firm relating to the misappropriation of automotive trade secrets. For the past three years, Michigan *Super Lawyers*® has recognized Mr. Cronkhite as a Rising Star in Business Litigation. In 2018, he was elected by his peers to the Fellows of the American Bar Foundation, an honorary society comprising one percent of each jurisdiction's attorneys, judges, law faculty, and legal scholars whose public and private careers have demonstrated outstanding dedication to the highest principles of the legal profession and to the welfare of their communities. Mr. Cronkhite currently serves as the incoming Chair of the Governing Council for the State Bar of Michigan Litigation Section.

Staci DeRegnacourt (Quinn IP Law)



Staci is a registered patent attorney with the technical expertise necessary to analyze and solve her clients' most complex patent-related challenges and to build strong relationships based on a shared passion for the world of technology. Staci is also an instrumental component in the expansion and diversification of Quinn IP Law's non-patent IP practice groups, which now incorporate global portfolio management and strategic counseling; brand management; trademark selection, clearance, registration, maintenance, and enforcement; and anti-counterfeiting. She assists clients by developing strategies to secure brick-and-mortar intellectual property rights, and by transforming intellectual property into branding assets and revenue-generating tools. These tools protect and expand clients' marketplace position and propel them toward their business goals. Serving a client base that ranges from Fortune 100 companies to emerging startups, Staci provides holistic intellectual property solutions for clients in a wide variety of industries and is highly regarded by clients and peers in the United States and internationally. The 2016 edition of the *World Trademark Review* quotes one patron as stating that, "Quinn IP Law's Staci DeRegnacourt is 'among the most efficient lawyers I have ever come across. She is always available, any day, anytime, and is quick to send feedback whenever needed. Her insights into trademark law reveal a wealth of experience. You know your case is in safe hands with her.'"

John Hertig (Butler University College of Pharmacy)



John B. Hertig, PharmD, MS, CPPS is an Associate Professor in the Butler University College of Pharmacy and Health Sciences. He received his Bachelor of Science in Pharmaceutical Sciences and Doctor of Pharmacy degrees from Purdue University. He completed a PGY1 pharmacy practice and PGY2 health-system pharmacy administration residency at The Ohio State University Medical Center while also obtaining a Masters degree in Health-System Pharmacy Administration from The Ohio State University. Dr. Hertig has lectured and published on a variety of leadership, administration, patient safety, and health policy topics, and is a member of the Editorial Advisory Board for *The Joint Commission Journal on Quality and Patient Safety*. He holds various national and international appointments, including advisory roles with the US Food and Drug Administration and the International Pharmaceutical Federation, where he is also Vice President of the Americas for the Hospital Pharmacy Section. Dr. Hertig is a member of the Board of Directors for the Alliance for Safe Online Pharmacies - Global (ASOP), where he leads efforts to reduce the patient safety impact of illegal and counterfeit online drug distribution worldwide. He was awarded the ASOP Global Patient Safety Champion Award in 2018. He has served as President of the Indiana Society of Health-System Pharmacists and is a Past Chair of the Council on Public Policy for the American Society of Health-System Pharmacists. Dr. Hertig received the Glen J. Sperandio award, honoring the Indiana Health-System Pharmacist of the year, the "Excellence in Innovation" award, and the Medication Safety Pharmacist of the Year award in the State of Indiana.

Glenford Jameson (MSU College of Law)



Glenford's practice is focused on corporate commercial and regulatory issues in transactional matters, including mergers and acquisitions, private equity financing, and a broad range of business law contexts. He has significant industry experience in the food sector, relating to organizations that encounter a high degree of provincial/federal regulation and those that seek to challenge regulatory regimes under which food is produced and sold in Ontario and Canada. His clients include start-ups, not-for-profits, SMEs, and multinationals. Glenford advises organizations on structure and organization, corporate governance, regulatory requirements, and compliance issues encountered by professionals in the food sector. Glenford is particularly interested by the problems created through the intersection of food, technology, and regulation and he brings this passion to his practice, finding solutions to legal problems faced by his clients.

Leslie Johnson (MSU Global Food Law Program)



Leslie Johnson joined the Global Food Law Program as Program Coordinator in 2016. Leslie serves as a resource for prospective students by providing information regarding admission requirements, degree financing options, curricular planning and other related issues; serves as the academic advisor to current and continuing students; and works with graduates as they join the Spartan Alumni Network. Her passion for working with diverse student populations, commitment to excellence, and interest in quality online learning are evident in her work across the Global Food Law program. Leslie was the Administrative Director for the MSU College of Human Medicine's online Program in Public Health for over seven years and brings that experience to the College of Law. She holds a Bachelor's degree from MSU and recently received her Master of Science in Management, Strategy & Leadership from the Broad College of Business.



Kari Kammel (MSU A-CAPP Center)



At the A-CAPP Center, Kari works on professional training, adult education, program management and design spanning multiple disciplines. As Assistant Director of Education and Outreach for the A-CAPP Center, she enjoys working on the center's executive education programming, outreach and collaboration on and off-campus, managing the student program, and research on legal issues pertaining to trademark counterfeiting. She has researched on a comprehensive analysis of U.S. state anti-counterfeiting laws and case law. She enjoys working at the center because of its multi-disciplinary focus, creative solutions, and cutting-edge research. Prior to coming to the center, she spent a significant time working, traveling, and living in the Middle East, including Egypt, Iraq, United Arab Emirates, Libya, Jordan, and others. 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 with 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. She is also an adjunct professor of law at MSU's College of Law.

Jay Kennedy (MSU A-CAPP Center)



Dr. Jay P. Kennedy is an assistant professor jointly appointed to the School of Criminal Justice and the Center for Anti-Counterfeiting and Product Protection. In this role he is actively involved in research, education, and outreach efforts that focus on external partners including corporations, industry associations, and law enforcement agencies. His current research explores managerial and organizational responses to employee theft within small and medium enterprises, the incarceration and post-incarceration experiences of white-collar offenders, the sale of counterfeit goods on the Internet, and the structure of occupational pharmaceutical counterfeiting schemes. Jay's work is interdisciplinary in nature, and his published research has appeared in a number of outlets, including American Behavioral Scientist, Criminal Justice Review, Journal of Crime and Justice, Journal of Financial Crime, Security Journal, and Victims and Offenders.

Ahmet Kirca (MSU Marketing)



Dr. Ahmet H. Kirca is an Associate Professor of International Business and Marketing at the Department of Marketing, Broad College of Business, Michigan State University. He received his Ph.D. degree in International Business from the University of South Carolina, Columbia. Prior to joining MSU in 2006, he worked at the George Washington University in Washington, DC. His research focuses on international business and marketing strategy with a special emphasis on firm internationalization, innovation and organizational culture. He has several published or forthcoming articles in top academic journals including the Academy of Management Journal, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Management, and Journal of World Business, among others. Currently, Professor Kirca serves as the Director of the Doctoral Program in Marketing. He also teaches international business/marketing, marketing research and marketing strategy courses in various undergraduate and graduate programs. He also had extensive industry experience in textile and tourism industries in Turkey before joining the academia. A native of Turkey, Kirca fluently speaks English, French, and Italian languages. He also has working knowledge of Spanish and Japanese.

Terry Kjellsen (Gordon Food Service)



Terry has been with Gordon Food Service for 22 years in various Marketing capacities. He is currently responsible for the selection and marketing of the 22 brands within the Gordon Food Service portfolio across the United States and Canada. Prior to Gordon Food Service, Terry helped Perrigo take their OTC business to countries outside of the United States. He grew up in Southern California, completed his Biology and Psychology degrees at UC Irvine and his MBA from Pepperdine University. He began his career in the Pharmaceutical industry as a chemist at Allergan Pharmaceuticals before moving into the world of Marketing / Branding.

Donald Martin (U.S. Customs & Border Protection)



Donald A. Martin is a US Customs & Border Protection Supervisory Officer at Port 3807 of the Detroit Metropolitan Airport. He has extensive knowledge concerning cargo related importation and exportation requirements in the United States, counterfeit and IPR merchandise and practices for importation, and commercial and general aviation requirements pertaining to inbound and outbound aircraft. His roles include Cargo Enforcement Supervisor, Primary Supervisor for Firearms Training, and Public Affairs Liaison. Supervisory Officer Martin has 31 years seniority in his field.

Anand Nair (MSU Supply Chain)



Anand Nair is a Professor in the Department of Supply Chain Management at the Eli Broad College of Business, Michigan State University. As a part of his research, he is interested in issues relating to learning, adaptation, self-organization, complexity and networks within organizational context. Specifically, he examines the ways in which manufacturing and service firms learn, adapt, and self-organize to manage complexity, risk, and relationships inherent in operational, supply chain, and innovation activities so as to improve cost, quality, delivery, flexibility, innovation and sustainability performance. He investigates how manufacturing and service firms can manage supply and innovation networks by strengthening end-to-end visibility and fostering adaptive strategic and operational behaviors. His research and teaching endeavors also consider how manufacturing and service firms can effectively manage their capacity & inventories, and create appropriate relationships with supply and distribution partners so as to reduce cost and improve customer service. His research articles have been published in leading operations and supply chain management journals. Anand teaches operations and supply chain management to MBA, undergraduate, and doctoral students. He holds the *Certified Fellow in Production and Inventory Management (CFPIM)* designation from APICS and the *Certified Quality Engineer (CQE)* designation from ASQ - The American Society of Quality. He serves on the editorial boards of various journals and is currently serving as a Department Editor for the *Journal of Operations Management* and an Associate Editor for *Decision Sciences*.

Sean Pager (MSU College of Law)



Sean Pager is Professor of Law at Michigan State University and Associate Director of the Michigan State Intellectual Property, Information & Communications Law Program. He earned his J.D. degree at the University of California at Berkeley, graduating in the Order of the Coif. Following law school, he practiced as a litigation associate at Howard Rice in San Francisco and clerked for the Honorable Judge James Browning on the U.S. Court of Appeals for the Ninth Circuit. Prior to entering academia, Professor Pager earned an LL.M. in International Law from the European University Institute in Florence, Italy, while studying on a Fulbright Fellowship. Professor Pager's scholarship explores the interplays between global intellectual property law and international economic governance. Much of his recent work has focused on the development of creative industries. He is particularly interested in legal capacity building issues related to "Creative Upstarts," a rubric that embraces both independent artists and emerging content industries in the developing world. Professor Pager is a member of the Academic Advisory Board of the Copyright Alliance and the Association of Teachers and Researchers in Intellectual Property Law.



Darryl Pugh (Homeland Security Investigations)



Darryl Pugh has a combined total of twenty-one (21) years law enforcement experience. He began his law enforcement career as a Deputy Sheriff in Cook County, Illinois in 1998 and he transitioned to federal law enforcement with the U.S. Border Patrol in 2002. During his tenure with U.S. Border Patrol, he worked operations to combat alien smuggling and narcotics smuggling along the southwestern border in El Centro, California and assignments in Yuma, Tucson and Casa Grande, Arizona. He received a transfer to Detroit, Michigan and later transitioned to a special agent with the Detroit Field Office of Homeland Security Investigations. He has investigated transnational criminal organizations and he has investigated terrorism cases as a member of the Joint Terrorism Task Force (JTTF). He has supervised various investigative programmatic areas including an assignment as the HSI District Coordinator to the Organized Crime Drug Enforcement Task Force (OCDETF) Program in Detroit. He is currently assigned to the Global Trade Task Force (GTTF) as the Group Supervisor (GS). The GTTF consists of special agents and officers from HSI's Global Trade Investigations/ Counter-Proliferation Investigations, U.S. Customs and Border Protection-Office of Field Operations, the U.S. Drug Enforcement Administration, the U.S. Food and Drug Administration - Office of Criminal Investigations, and the U.S. Department of Commerce - Bureau of Industry and Security. The GTTF's goal is to leverage robust import and export controls and combine investigative, interdiction, regulatory, and licensing capabilities from all partner agencies to combat illicit trade fraud crimes. GS Pugh holds a Bachelor of Science Degree in Criminal Justice from Grambling State University and a Master's Degree in Public Administration (MPA) from the University of Illinois at Chicago.

Angie Salazar (Homeland Security Investigations)



Angie M. Salazar is the Deputy Special Agent in Charge (DSAC) for Homeland Security Investigations (HSI) Detroit, as such her area of responsibility is Michigan and Ohio. Prior to Detroit, she served as the ASAC at HSI Harlingen where she supervised six investigative groups whose investigative focus ranged the spectrum of HSI authorities. Starting in 2013, she served as the Deputy Attaché at the United States Embassy in Bogota, Colombia. As the Deputy Attaché, Ms. Salazar was responsible for three offices covering five countries including 70 vetted officers. Some of the successes while in Colombia included the rescue of 114 individuals including 53 minors who were being sold for sex trafficking/child exploitation. From 2009 to 2013, she was the human trafficking section chief within HSI headquarters in Washington, DC. In this capacity, Ms. Salazar developed policies and initiatives regarding the HSI human trafficking investigative program. She coordinated with other U.S. government agencies involved in trafficking investigations, victim services and conducted training worldwide on HSI best practices to combat Human Trafficking. Ms. Salazar began her federal law enforcement career with HSI in San Ysidro, California where she investigated human smuggling and trafficking, border violence and money laundering. DSAC Salazar holds a Bachelor of Arts from the University of Illinois at Chicago and a Master of Science in Organizational Leadership from National University.

Jim Schoenherr (Security Services Group)



James D. Schoenherr is the Director of Security Services Group with Recon Management Group overseeing national and international engagements with 20 years of corporate security, protective services and investigation experience. Recon Management Group delivers global security and investigative solutions through three practice groups: Security Consulting, Investigative Services, and Protective Services. Mr. Schoenherr currently is a member of the Michigan Council of Professional Investigators and is the current Sergeant at Arms and sits on the Board of Directors for the Michigan Council of Professional Investigators. Mr. Schoenherr acts as a consultant for a number of local law enforcement agencies as well as the State Police and Federal Agencies in the area of identification of counterfeit intellectual property. He has conducted a number of training seminars for local, state and federal agencies on the identification of counterfeit intellectual property and the enforcement of intellectual property laws. Mr. Schoenherr received a Bachelor of Arts in Criminal Justice and a Bachelor of Arts in Sociology from Michigan State University in East Lansing, Michigan and is currently accruing Continued Education Credits from FEMA and The Department of Homeland Security in the areas of Physical, Building and Disaster Security Services.

Jade Sims (MSU International Business Center)



Jade Sims is a Trade Specialist at the Michigan State University International Business Center. She is involved in all efforts to connect the mid-Michigan business community with the resources of the International Business Center (MSU-CIBER) and the Broad College of Business. This work is strongly export-focused, and includes programs such as the Global Business Club of Mid-Michigan, the Michigan Export Growth Program. The center also organizes tailored programs to assist businesses and associations to develop international strategies and create export plans. Other resources include globalEDGE, the number one resource for international business information. In addition, Jade is involved with study abroad programs, currently leading an undergraduate program to Spain each spring. Prior to joining the Broad College of Business Jade taught Spanish language and Business Spanish, and advised undergraduate students in the College of Arts & Letters at Michigan State. In that role she led and developed study abroad & international internship programs. Prior to coming to Michigan State she worked for over two years overseeing new product launch in the automotive industry, and served as a microenterprise consultant with the Peace Corps in in the Dominican Republic. Jade holds a BA in Business and Spanish from Alma College and an MBA in International Management with a specialization in Global Policy and Development from Thunderbird School of Global Management, and is a Certified Global Business Professional (CGBP). She has lived and worked in the Dominican Republic, France, Spain, Costa Rica and Mexico. Jade has been a Certified Global Business Professional since 2012, and is a CGBP Certified Trainer.

Pervin Taleyarkhan (Whirlpool Corporation)



Pervin graduated in 2009 with her BS in Chemical Engineering from Purdue University. While at Purdue, she worked for five years as a student researcher conducting studies in cardiovascular engineering under the mentorship of the late Professor Leslie A. Geddes, recipient of the National Medal of Technology in 2006. Pervin earned her J.D. in 2013 from the Indiana University Robert H. McKinney School of Law with a concentration in Intellectual Property (IP) Law. While in law school, she served as Editor-in-Chief of the Indiana Health Law Review. Pervin is now a Legal Counsel at Whirlpool Corporation, where she is part of a global team charged with driving value for Whirlpool's innovations through intellectual property, managing IP litigation, and engaging in agreement negotiations with third parties. Before joining Whirlpool, Pervin was an IP attorney with the Purdue Research Foundation, Office of Technology Commercialization, where she was responsible for building IP portfolios and securing legal protection around Purdue University's IP. In her spare time, Pervin enjoys watching old Hollywood movies and is an active participant in volunteer efforts in her community. She also holds key leadership positions in her local and international professional organizations, including serving as Editor-in-Chief of *The Young Lawyer* magazine, Chair of the In-house IP Committee at the American Bar Association's Section of IP Law, and Communications Chair of the IP Network for the Association of Corporate Counsel.

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