



# **BRAND PROTECTION STRATEGY SUMMIT**

BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

SEPTEMBER 24 - 25, 2019

THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY



Center for  
Anti-Counterfeiting  
and Product Protection  
**MICHIGAN STATE UNIVERSITY**

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 Jeff Rojek, director of the A-CAPP Center at (517)353-2164 or rojekjef@msu.edu. Additional information about the Center and all of its products, resources, and education opportunities can be found at <http://www.a-capp.msu.edu>.



SEPT 24 tuesday

**7:30A - 9:00A**     **BREAKFAST & EXHIBITS**  
Terrace & Beaumont Room

**9:00A - 9:05A**     **WELCOME**  
University Ballrooms A-D

**9:05A - 9:20A**     **OPENING REMARKS**  
University Ballrooms A-D

- Steve Francis, Director, National Intellectual Property Rights Coordination Center

**Q & A SESSION**  
University Ballrooms A-D

- Jason Kosofsky, Senior Global Brand Protection Investigator, Ford Motor Company
- Steve Francis, Director, National Intellectual Property Rights Coordination Center

**9:20A - 10:00A**     **PANEL: USING RISK ASSESSMENTS TO GAIN INSIGHT INTO LARGER BRAND PROTECTION AND ORGANIZATIONAL NEEDS**  
University Ballrooms A-D

This panel will explore how risk assessments for counterfeit products can be used to drive internal dialogue about larger brand protection and organizational needs, particularly as it relates to approaching counterfeiting in a holistic and enterprise-wide fashion. The panel will also discuss how risk assessments can help to identify and address silos and barriers between departments, as well as issues affecting communication within the company and across disciplines, markets and brands. This session will be based on practitioner experience and current and prior A-CAPP Center research on the topic of counterfeiting risk assessments.

**Moderator**

- Jeff Rojek, Director, A-CAPP Center and Associate Professor, School of Criminal Justice, Michigan State University

**Panelist**

- Jay Kennedy, Assistant Professor, A-CAPP Center & School of Criminal Justice, Michigan State University
- Kevin Weaver, Senior Director, Brand Protection Technology & Innovation, Johnson & Johnson
- Jim Simmons, Director, Brand Protection, Qualcomm

**10:00A - 10:30A**     **BREAK AND A-CAPP CENTER STUDENT PRESENTATIONS**  
Terrace & Beaumont Room

Enjoy an extended break to meet the fall A-CAPP Center students. Students will be available at high top tables throughout the room for casual discussions on the work they are doing with the Center.

- Kaylee Kern, Junior, School of Criminal Justice and Accounting
- Mike Barger, Senior, Pre Law and Economics
- Minelli Manoukian, 3L, JD expected 2020
- Shanko Bhattejee, Senior, Marketing

**10:30A - 11:15A**     **SPARK TABLES: ACADEMIC SHOWCASE**  
University Ballrooms A-D

A-CAPP Center scholarly partners from a variety of disciplines will be available to introduce their research ideas relevant to anti-counterfeiting and brand protection, solicit feedback from attendees and discuss areas of new research.

**Anti-Counterfeiting and Product Protection, Michigan State University**

- Jeff Rojek, Director (*table 13*)
- Jay Kennedy, Assistant Professor (*table 16*)
- Kari Kammel, Assistant Director of Education and Outreach (*table 4*)

**Anesthesiology & Global Public Health, University California San Diego**

- Tim Mackey, Associate Professor (*table 11*)

**Business, Michigan State University**

- Ahmet Kirca, Associate Professor, International Business and Marketing (*table 6*)
- Jade Sims, Trade Specialist, International Business Center (*table 12*)

**Center for Law & Human Behavior, University of Texas El Paso**

- Vic Manjarrez, Associate Director (*table 10*)

**Communication Arts and Sciences, Michigan State University**

- Anastasia Kononova, Assistant Professor of Advertising (*table 8*)
- Pat Huddleston, Professor of Retailing (*table 9*)
- Saleem Alhabash, Assistant Professor of Public Relations & Social Media (*table 7*)

**Criminal Justice, Michigan State University**

- Tom Holt, Professor (*table 15*)

**Engineering, Michigan State University**

- Prem Chahal, Associate Professor of Electrical and Computer Engineering (*table 3*)
- Vangie Alocilja, Professor of Biosystems and Agricultural Engineering and Director of Nano-Biosensors Lab (*table 13*)

**Geography, Michigan State University**

- Erin Bunting, Director, Remote Sensing and Geographic Information Science (*table 1*)

**Law, Michigan State University**

- Sean Pager, Professor and Associate Director of Intellectual Property, Information, & Communications Law (*table 5*)

**Packaging, Michigan State University**

- Changyong Cao, Assistant Professor (*table 2*)
- Laura Bix, Professor (*table 14*)

11:15A - 12:15P

**RESEARCH AND PRACTICE PANEL: EVOLUTION AND TRENDS OF CONSUMERS AND BAD ACTORS ONLINE**

University Ballrooms A-D

The discussion will explore evolution and trends in the online space around counterfeits from a variety of perspectives, including industry, e-commerce, academia, associations and law enforcement. Additionally, the panelists will explore challenges and opportunities and what steps the brand protection community can take to understand the trends.

**Moderator**

- Saleem Alhabash, Assistant Professor of Public Relations and Social Media, Michigan State University

**Panelists**

- Donna Gregory, Unit Chief, Internet Crime Complaint Center, Federal Bureau of Investigation
- Kaleigh Miller, Global Brand Relations Lead, Amazon
- Seth Wood, Manager, Brand Protection, Abercrombie & Fitch
- Sheila Francis, Director, Strategic Partnerships & Economic Research, International Trademark Association

12:15A - 1:00P

**LUNCH**

Terrace & Beaumont Room

1:00P - 1:15P

**A-CAPP CENTER PIONEER AWARD**

University Ballrooms A-D

1:15P - 2:00P

**PANEL: COUNTERFEITS INVESTIGATION CYCLE**

University Ballrooms A-D

Brand owners from a variety of industry types will discuss and demonstrate the investigation life cycle of counterfeit products in their company/industry. Learn what techniques or strategies have worked and what opportunities still exist. During the afternoon break, join the panelists at their booths to check out their genuine versus counterfeit product.

**Moderator**

- Kevin Weaver, Senior Director, Brand Protection Technology & Innovation, Johnson & Johnson

**Panelists**

- Charlie Olschanski, Senior Director Investigation Services, Tiffany & Co.
- Jason Kosofsky, Senior Global Brand Protection Investigator, Ford Motor Company
- Jay Burgett, Global Trademark Counsel, Mars Wrigley

2:00P - 2:45P

**CASE STUDIES**

Join a session to explore deeper dives into research and data through various studies undertaken by organizations on issues of brand protection and anti-counterfeiting strategies.

**Western Union's Work Against Counterfeit Goods from an Anti-Money Laundering Perspective**

University Ballroom A

This case study will explore the lifecycle of a tactical-level anti-money laundering investigation and how Western Union leverages tactical cases for strategic intelligence.

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2:00P - 2:45P

**CASE STUDIES (CONT.)****Sizing the Illicit Trade Problem for Johnson & Johnson**

Terrace &amp; Beaumont Room

J&J's Global Brand Protection (GBP) team will describe its model for more accurately sizing their illicit trade problem—one that provides actionable intelligence and brings greater certainty and clarity to our business decision makers, including their Illicit Trade Risk Management Tool (ITRM), which provides country-level risk assessments and estimates of sales loss due to illicit trade in the 180 countries where J&J does business.

- Kevin Babyak, Senior Manager Data Analytics, Johnson & Johnson
- Nasim Arbabzadeh, Data Scientist, Supply Chain and Analytics, Johnson & Johnson

**Leveraging Big Data and Machine Learning to Detect Illegal and Counterfeit Sales of Drugs, Wildlife, and Consumer Goods**

Capitol Room

This case study will provide an overview of how to leverage big data and machine learning to detect illegal sales activity on various social media channels.

- Tim Mackey, Director of Global Health Policy Institute, University of California San Diego

**Exploring the Consumer Behavior Theory and Its Application to Counterfeits**

Red Cedar Room

This case study will explore theories for understanding consumers, their needs, motivations, and goals and how they can be leveraged for attitude and behavioral change towards anti-counterfeiting.

- Anastasia Kononova, Assistant Professor, Department of Advertising and Public Relations, Michigan State University
- Pat Huddleston, Professor, Department of Advertising and Public Relations, Michigan State University
- Saleem Alhabash, Associate Professor, Department of Advertising and Public Relations & Co-Director Media and Advertising Psychology (MAP) Lab, Michigan State University

**Publicity and Brand Protection: A Balancing Act Much Harder Than Riding a Bike**

Board Room

This case study will review Specialized's approach to brand protection and publicity by examining 5 layers of publicity: internal, media inquiries, government, wholesale customers, and general public within a global context.

- Andrew Love, Brand Protection/Investigations, Specialized Bicycles

**Developing Online Data and Market Practices of Illicit Economies Online**

Great Lakes Room

This case study will consider the ways that individuals engage in online illicit markets operating through forums and shops. The nature of online data sources will be discussed, along with methodologies to develop information on participants and infrastructure operators. Examples will be given from vendors actively selling pharmaceuticals and other illicit products on both the open and dark web.

- Tom Holt, Professor, School of Criminal Justice, Michigan State University

2:45P - 3:15P

**BREAK AND STUDENT PRESENTATIONS**

Terrace &amp; Beaumont Room

Enjoy an extended break to meet the fall A-CAPP Center students. Students will be available at high top tables through out the room for casual discussions on the work they are doing with the Center.

- Ashton Gallagher, 2L, Law
- Joey Longo, Senior, International Relations and Chinese
- Mae Odell, Sophomore, Criminal Justice
- Rob Huguley, Junior, Criminal Justice

3:15P - 4:00P

**BREAKOUT PANELS: NAVIGATING ANTI-COUNTERFEITING AND BRAND PROTECTION COMPLEXITIES**

Choose a panel session to explore some of the complexities of brand protection either by balancing with industry regulation; working as or with small and medium enterprises; or understanding the overlap with other forms of illicit trade.

**Lessons of Convergence: Counterfeiting and Other Types of Illegal Trade**

University Ballroom A

Researchers and law enforcement will discuss the patterns in different forms of illicit trade in relation to the trade in counterfeit goods, with the goal of identifying where similar patterns in facilitation exist in supporting these illicit activities.

**Moderator**

- Jeff Rojek, Director, A-CAPP Center and Associate Professor, School of Criminal Justice, Michigan State University

**Panelists**

- Cindy Braddon, Head of Communications and Public Policy, Transnational Alliance to Combat Illicit Trade
- Jared Murphey, Assistant Special Agent in Charge, Homeland Security Investigations-Detroit
- Meredith Gore, Associate Professor, Department of Fisheries & Wildlife, Michigan State University
- Rachel Giordano, Senior Intelligence Analyst, Global Product Integrity, Global Security, Merck & Co.

**Challenges & Opportunities for Small and Medium Size Enterprises with Counterfeits**

Capitol Room

Small and medium enterprises (SMEs) are vulnerable to the many of the same counterfeiting threats faced by larger businesses, and they can face many challenges to implementing brand protection and anti-counterfeiting programs. This panel will explore the unique resource constraints of SMEs that make it challenging to implement traditional brand protection strategies, as well as opportunities to play key roles in and benefit from the brand protection activities undertaken by larger firms.

**Moderator**

- Jay Kennedy, Assistant Professor, A-CAPP Center & School of Criminal Justice, Michigan State University

**Panelists**

- Bill Mansfield, Director of Intellectual Property, ABRO Industries, Inc.
- Charisma Hampton, Attorney/Advisor, Office of Policy and Internal Affairs, U.S. Patent and Trademark Office
- Jim Cunningham, Deputy Director, Global IP Enforcement and Security, Alibaba
- Larry Griffith, CEO/President, Bohning Company
- Zvi Rosen, Assistant Chief Counsel, Small Business Association Office of Advocacy

**Counterfeits and the Dark Web Distribution and Supply Chain**

Beaumont Room

This panel will provide an overview of the role of crypto markets hosted on Tor as a means to buy and sell counterfeit products among other illicit goods and services. The presenters will demonstrate the methods of actors engaged in these markets and highlight current enforcement methods.

**Moderator**

- Ryan Scrivens, Assistant Professor, School of Criminal Justice, Michigan State University

**Panelists**

- Jason Gull, Senior Trial Attorney, Computer Crime & Intellectual Property Section, Department of Justice
- Anne Koegh, Special Agent, National Intellectual Property Rights Center, Federal Bureau of Investigation
- Joseph Sveska, Special Agent, Homeland Security Investigations Dark Web Task Force, Detroit

**Regulations & IP Enforcement**

Red Cedar Room

Join this panel and look at the complexities of how brand owners balance regulations for their industry and IP enforcement.

**Moderator**

- Kasie Brill, Senior Director Brand Protection, Global Intellectual Property Center, U.S. Chamber of Commerce

**Panelists**

- Alex Bamiagis, Attorney-Advisor, Office of Trade, U.S. Customs and Border Protection
- Greg Leimone, North America Regional Security Manager, Syngenta
- Nate Davis, Legal Counsel, Whirlpool Corporation

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4:00P - 5:00P

**PANEL: A-CAPP CENTER ENGAGEMENT**  
University Ballroom A-D

Learn more about the A-CAPP Center's education and outreach programs. You will hear about the various current and future workforce development opportunities available through the student program and professional certificate and Mathew Ronald Maher Memorial Scholarship, as well as opportunities for you to engage with the Center through *The Brand Protection Professional (BPP)* and more.

**Moderator**

- Jeff Rojek, Director, A-CAPP Center and Associate Professor, School of Criminal Justice, Michigan State University

**Panelists**

- Casie Wakeley, GIS Security Awareness Analyst, Whirlpool Corporation (A-CAPP Alum)
- Devin McClenton, Global Intelligence Analyst, Dolby Laboratories (A-CAPP Alum)
- Emily Osika, 2018 Matthew R. Maher Scholarship Recipient, A-CAPP Center, Michigan State University
- Joey Longo, 2019 Matthew R. Maher Scholarship Recipient, A-CAPP Center, Michigan State University
- Kari Kammel, Assistant Director of Education and Outreach, A-CAPP Center, Michigan State University
- Leah Evert-Burks, Editor in Chief, The Brand Protection Professional and Industry Fellow, A-CAPP Center, Michigan State University
- Nate Davis, Legal Counsel, Whirlpool Corporation

5:00P

**ADJOURN FOR DAY**

5:30P - 9:30P

**SUMMIT RECEPTION**

Michigan Wildlife Conservancy  
6380 Drumheller Road  
Bath, MI 48808

\*transportation provided, parking available on-site

SEPT 25 wednesday

7:30A - 8:45A

**BREAKFAST & EXHIBITS**  
Terrace & Beaumont Room

8:45A - 9:00A

**WELCOME & DAY ONE RECAP**  
University Ballrooms A-D

9:00A - 9:30A

**BRAND PROTECTION HERO REMARKS**  
University Ballrooms A-D

9:30A - 10:15A

**PANEL: USING LOCAL LAW ENFORCEMENT FOR TRADEMARK COUNTERFEITING ENFORCEMENT**  
University Ballrooms A-D

Join this panel of state and local law enforcement from various stakeholder perspectives and discuss how to expand a brand protection team's reach, what is needed for an initial investigation, and when to use local jurisdictions.

**Moderator**

- Jeff Rojek, Director, A-CAPP Center and Associate Professor, School of Criminal Justice, Michigan State University

**Panelists**

- Jahaira Torrens, Special Agent, Immigration and Customs Enforcement, Department of Homeland Security
- Jeff Walker, Homeland Security Investigations Task Force Officer, Intellectual Property Crimes Investigations, San Antonio Police Department
- Jimmy Kryskowiak, North America Senior Security Lead, Syngenta
- Sasha Lazarevich, Deputy City Attorney, Los Angeles City Attorney's Office

10:15A - 11:00A

**SPARK TABLES: GOVERNMENT, LAW ENFORCEMENT, AND ASSOCIATION SHOWCASE**  
University Ballrooms A-D

U.S. federal, state, and local government agency representatives and associations will be available to discuss and showcase the resources available relevant to brand protection professionals in their efforts to combat counterfeiting. Network and meet with agencies you work with or connect with ones that you have not.



**City of San Antonio Police Department** (table 1)

- Jeffrey Walker, Homeland Security Investigations Task Force Officer, Intellectual Property Crimes Investigations
- Paul Castillon, Homeland Security Investigations Task Force Sergeant, Intellectual Property Crimes Investigations

**Cook County State's Attorney Office** (table 9)

- Jack Costello, Assistant State's Attorney

**Department of Justice, Computer Crime and Intellectual Property Section** (table 8)

- Jason Gull, Senior Trial Attorney

**Department of State, Office of Intellectual Property Enforcement** (table 10)

- Joe Giblin, Economic Officer

**Federal Bureau of Investigation, Intellectual Property Rights Unit** (table 12)

- Jennifer French, Special Agent in Counterintelligence

**Federal Bureau of Investigation, Internet Crime Complaint Center** (table 5)

- Donna Gregory, Unit Chief

**Homeland Security Investigation, Global Trade Task Force-Detroit** (table 14)

- Darryl Pugh, Supervisory Special Agent
- Lorin Allain, Special Agent

**Immigration and Customs Enforcement, Homeland Security Investigations, National Intellectual Property Rights Coordination Center** (table 13)

- Bill Ross, Senior Advisor to the Director

**International Trademark Association** (table 3)

- Sheila Francis, Director, Strategic Partnerships & Economic Research

**Los Angeles City Attorney's Office** (table 7)

- Sasha Lazarevich, Deputy City Attorney

**North Carolina Department of the Secretary of State** (table 6)

- Donya Strong, Intellectual Property Prosecutor

**U.S. Chamber of Commerce, Global Innovation Policy Center** (table 2)

- Kasie Brill, Senior Director of Brand Protection

**U.S. Customs and Border Protection, Office of Trade** (table 4)

- Alex Bamiagis, Attorney-Advisor

**U.S. Patent and Trade Office, Policy and International Affairs Office** (table 15)

- Charisma Hampton, Attorney-Advisor

**U.S. Small Business Administration, Office of Advocacy** (table 11)

- Zvi Rosen, Assistant Chief Counsel

11:00A – 11:15P

**BREAK**

Terrace & Beaumont Room

11:15A – 12:15P

**STRATEGY SESSIONS**

Wrap up the conference with our summit strategy sessions, designed to provide opportunity to further discuss hot topics and come up with some concrete best practices for take-aways. Strategy sessions are moderated conversations and meant for all attendees to participate. Strategy session recommendations are published in the Summit proceedings.

- **Communicating Up to the C-Suite**, Great Lakes Room
- **Evidence Toolkit: What Law Enforcement Needs**, Capital Room
- **Regulation & Enforcement Best Practices**, Board Room
- **Illicit Trade**, Beaumont Room
- **Online E-commerce and Social Media Strategies**, University Ballroom A
- **Small-Medium Enterprises Anti-Counterfeit Strategies**, Red Cedar Room

12:15P – 12:30P

**Closing Remarks**

University Ballrooms A-D



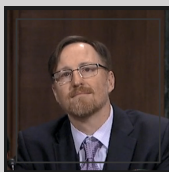
**Ahmet H. Kirca** is an associate professor of international business and marketing at Michigan State University. Currently, he is serving as the marketing doctoral program director and holds a doctor of philosophy degree from the University of South Carolina, Columbia. Prior to joining MSU in 2006, he worked at the George Washington University, 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 World Business and Journal of Management, among others. He teaches international business, marketing research and marketing strategy courses in various undergraduate and graduate programs at MSU. Dr. Kirca also had extensive managerial experience in textile and tourism industries in Istanbul before joining the academia. A native of Turkey, Kirca fluently speaks English, French, and Italian. He also has working knowledge of Spanish and Japanese.



**Alex Bamiagis** has been an attorney-advisor in the Intellectual Property Rights (IPR) Branch of U.S. Customs and Border Protection (CBP) since December of 2008. During that time, Mr. Bamiagis also served on a temporary detail as a policy advisor for the first U.S. Intellectual Property Enforcement Coordinator, in addition to serving a short time as an attorney-advisor in CBP's privacy branch. In the IPR branch, Mr. Bamiagis works on CBP's enforcement of trademarks, copyrights, patents, DMCA devices, and exclusion orders issued by the U.S. International Trade Commission. Mr. Bamiagis's education includes a bachelor's in molecular biophysics & biochemistry (Yale University), master's in health policy (Johns Hopkins Bloomberg School of Public Health), and a juris doctor from the George Mason University School of Law. Currently, Mr. Bamiagis is an active member in good standing with the Virginia State Bar.



**Anastasia Kononova** is an assistant professor of advertising at Michigan State University. Media multitasking is an overarching focus of Kononova's interdisciplinary and international research that lies in the intersection of three areas: media and technology use across different cultures and social groups; psychological responses to media devices and persuasive messages; and advertising and digital literacy. Kononova's primary research interest is related to exploring media multitasking behavior, i.e. using/being exposed to multiple media at the same time. Studying media multitasking patterns reflects idiosyncrasies and commonalities of media use across markets. Such knowledge helps enhance international communication, especially with regard to using multiple platforms to convey messages effectively. Kononova has studied media multitasking not only in a cross-cultural setting but also across the lifespan, focusing on media use behaviors of older adults. A large body of Kononova's media multitasking research is devoted to exploring the effects of this behavior on cognition, emotion, rationalization, and resistance to persuasion. Kononova has found that switching between online tasks and using multiple screen devices at the same time negatively affect memory for mediated content, elicit less skeptical responses to persuasive messages (e.g., health and advertising messages), and hinder rational choices (e.g., choice of healthful snacks). In a related area of research, Kononova has explored how individuals cognitively and affectively respond to advertising messages placed in congruent and incongruent online contexts. In a recent project, Kononova focused on the use of health mobile applications (apps) and privacy concerns associated with sharing personal information via smartphones, exploring credibility judgments that individuals made of sponsored health mobile apps. Kononova's work appeared in highly ranked peer-reviewed journals, such as Computers in Human Behavior, Cyberpsychology, Behavior, and Social Networking, International Journal of Communication, Journal of Health Communication, Journal of Medical Internet Research: mHealth and uHealth, and others. Before joining the Department of Advertising and Public Relations at Michigan State University, Kononova worked as an assistant professor of communication and media at the American University of Kuwait. She earned a doctoral degree at the University of Missouri's School of Journalism and a master's degree at Oklahoma State University. Before graduate school, Kononova studied in Rostov State University (Southern Federal University since 2006) in Russia, where she also worked as a corporate communication specialist.



**Andrew Love** is the brand security/global investigations manager at Specialized. He created the Specialized Brand Security Department in 2008 and currently leads a 14-member team patrolling in 7 languages. In this position, he has seized over 2 million dollars from counterfeiter's finances, is active daily on 85 e-commerce websites and social media and his team averages 60 takedowns per day, \$49 million USD value annually. Andrew has been a guest speaker or presenter at Europol, IACC, Consero, IQPC anti-counterfeit forums, DHS international law enforcement trainings in Mexico and Colombia, guest faculty at the National Advocacy Center DOJ training facility, and has been a regular A View From the Field columnist in The Brand Protection Professional produced by the Michigan State University's A-CAPP Center. He's been recognized in the media as "the cycling industry's leading anticounterfeit crusader" (The New York Times), "The cycling industry's foremost counterfeit investigator" (Bicycling Magazine), "a shining example" (Velo Magazine), "hunched over his laptop computer, Andrew Love leads a team of 14 at Specialized who monitor 85 e-commerce websites around the world" (NPR), and "Andrew Love is the industry's Dog the Bounty Hunter" (Bicycle Retailer and Industry News).

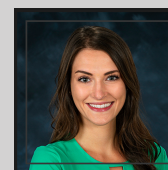
**Anne Keough** is an intelligence analyst with the Federal Bureau of Investigation's Intellectual Property Rights (IPR) Unit. The FBI investigates IPR violations focusing on those that present health and safety threats, critical infrastructure threats, and violations with significant economic impact. The unit is embedded at the National Intellectual Property Rights Coordination Center where they work with 24 federal and international partner agencies. Ms. Keough joined the FBI in 2016 with the Money Laundering Intelligence Unit. In addition to traditional money laundering investigations, she focused on darknet marketplaces, dark web hidden services, and the illicit use of virtual currency. Her team led coordinated law enforcement takedowns of major darknet marketplaces which were used to sell illegal drugs linked to overdose deaths; stolen identities, fraudulent documents, and counterfeits; malware and computer intrusion services; toxic chemicals; firearms; and a host of other illegal content. Prior to completing her degree in international affairs from George Washington University, Ms. Keough spent several months working at the U.S. Embassy in London. In conjunction with United Kingdom officials, she investigated visa fraud and assisted overseas Americans who fell victim to fraud and internet scams.



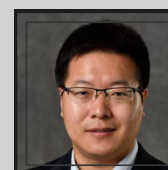
**Bill Ross** currently serves as a senior advisor to the director of the National IPR Center in Arlington, VA. In this role, Mr. Ross provides technical and strategic guidance to IPR Center senior managers and staff on questions relating to IPRC operations, partner engagement and strategic planning. Mr. Ross retired from government service in December 2018 as the HSI Deputy Director at the National IPR Center after over 31 years investigative and management experience with U.S. Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HSI) and its legacy agency U.S. Customs Service. Prior to that assignment, Mr. Ross served in several senior management positions for HSI in the areas of information management, asset forfeiture and technical operations. Mr. Ross' first assignment at HSI Headquarters was as a unit chief at the National IPR Center overseeing both the IP and global outreach and training units. Prior to his assignment to HSI Headquarters, Mr. Ross served for four years as a section chief at the ICE Academy at the Federal Law Enforcement Training Center in Brunswick, Georgia with oversight of the basic training program of all HSI Special Agents. Mr. Ross began his career as a US Customs Service Special Agent, serving for twenty years in the Charleston, SC area conducting criminal investigations involving intellectual property, commercial fraud, money laundering, narcotics smuggling, counter-proliferation and anti-terrorism.



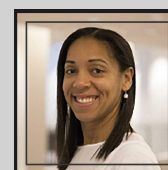
**Casie Wakeley** is a recent graduate of Michigan State University and former A-CAPP Center intern. She spent two semesters with the A-CAPP Center researching counterfeit products while she earned her undergraduate degree in criminal justice. The summer before her senior year, Casie worked as a brand protection intern at Whirlpool Corporation's global headquarters in Benton Harbor, Michigan. During her time with Whirlpool Corporation's legal department, she analyzed counterfeit goods, provided legal support, and researched gray marketing. After graduating in May 2019, Casie joined Whirlpool Corporation full-time as a security awareness analyst educating users and managing simulated phishing campaigns. Still, her interest in counterfeit consumer goods and gray marketing remains strong.

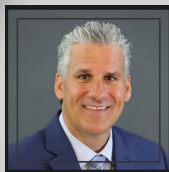


**Changyong Cao** directs the Laboratory for Soft Machines and Electronics at Michigan State University and his principal department is packaging. He received his doctor of philosophy degree in mechanical engineering and materials science from the Australian National University (ANU) in 2014. Then he worked as a postdoctoral associate at the Department of Mechanical Engineering & Materials Science and the Department of Electrical & Computer Engineering at Duke University until 2017. His research interests are primarily in the areas of soft materials, nanomaterials, emerging electronics as well as additive manufacturing, including smart materials and structures, soft robotics, printable/flexible/stretchable electronics, smart packaging system, biomedical devices, and 3D/4D printing materials and technologies. He is now serving as editorial board member of two international journals and has published over 40 scientific papers in leading peer-reviewed journals such as Nature Biotechnology, Advanced Materials, Advanced Science, Advanced Electronic Materials, ACS Nano, Biomaterials etc. He is a member of Materials Research Society (MRS), American Society of Mechanical Engineers (ASME), Society of Engineering Science (SES), Institute of Electrical and Electronics Engineers (IEEE), United States Association for Computational Mechanics (USACM), and Australian Nanotechnology Network (ANN).

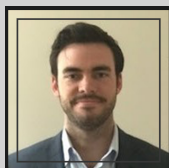


**Charisma Hampton** is an attorney-advisor with the Office of Policy and International Affairs at the U.S. Patent and Trademark Office. Within the Office of Policy and International Affairs, Ms. Hampton works on the enforcement team and provides policy leadership, advocacy, capacity-building and technical expertise on domestic and international intellectual property enforcement matters. Ms. Hampton assists in the promotion of effective and efficient intellectual property systems, both nationally and internationally, through consultations and the provision of technical assistance and capacity building workshops. Ms. Hampton works with foreign governments and U.S. agencies on the substantive legal and technical analysis of intellectual property rights enforcement laws, judicial regimes, civil and criminal procedures, border measures and administrative regulations relating to the protection and enforcement of intellectual property rights. Her regional portfolio includes the South America, the Caribbean Community Member Countries and Central America. Her work primarily focuses on issues related to trademark counterfeiting, counterfeit medicines, counterfeit agricultural chemicals, digital piracy, e-commerce and online IP protections and enforcement. Ms. Hampton is a graduate of Vassar College and American University's Washington College of Law. She is licensed to practice law in the State of Illinois.





**Charles Olschanski** is the senior director of investigations for Tiffany and Company and he has been with Tiffany since 1997. Charles is ultimately responsible for implementing and executing the company's global investigation strategy that includes oversight for all the efforts aimed at trademark enforcement. Charles works closely and collaborates with members of law enforcement around the globe as well as key investigative firms and task forces dedicated to combating counterfeiting.



**Daniel Pearson** is a strategic intelligence manager based in Washington, D.C. for Western Union's Financial Intelligence Unit (FIU). He joined Western Union's FIU in November 2014 and in that time has also performed the roles of investigator, strategic intelligence analyst, and senior strategic intelligence analyst. He is also Western Union's seconded representative to AUSTRAC's Fintel Alliance - a public-private partnership that facilitates financial intelligence sharing between the Australian government and financial institutions. He has a master of science in applied intelligence from Mercyhurst University and a bachelor of commerce from the University of Sydney. Partnering with Duncan DeVill (Western Union SVP and BSA Officer) Daniel has also co-authored a book chapter, Responding to Money Transfers by Foreign Terrorist Fighters, published in the 2018 Palgrave Handbook of Criminal and Terrorism Financing Law.



**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 in criminal justice from Grambling State University and a master degree in public administration from the University of Illinois at Chicago.



**Devin McClenton** is a global intelligence analyst on the IP protection & enforcement team at Dolby Laboratories, Inc. He leads investigations against infringers of Dolby's intellectual property on a global scale, supports trademark enforcement by conducting law enforcement and CBP trainings in the Americas, and leads Dolby's online enforcement efforts. Devin also supports the enforcement of unlicensed supply chain activity by aiding in audits across global regions and strengthening licensee compliance. Devin graduated with a degree in criminal justice at Michigan State University and was previously an intern at the A-CAPP Center where he learned the fundamentals of brand protection and carried that knowledge into his role at Dolby. Now with over two years of brand protection experience, Devin is looking forward to continuing building his knowledge and experience in the brand protection field.

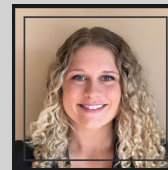


**Donna Gregory** is the unit chief at the Internet Crime Complaint Center (IC3) under the FBI Cyber Division, Cyber Operations V Section and leads a unit of approximately 35 cyber and criminal division staff. She has served with the FBI for 25 years, entering on duty July 1994. Her primary focus is working with both the private and public sector to develop effective alliances, define growing trends, and ensure IC3 filed information is processed for investigative and intelligence purposes for law enforcement and public awareness. She has been with the IC3 since its development in 2000. Prior to the IC3, Ms Gregory was a supervisor in the National Instant Criminal Background Check System (NICS) where she assisted in the set-up phase of NICS program after the implementation of the Brady bill.



**Donya Strong** is the trademark/intellectual property prosecutor for the North Carolina Secretary of State. In this capacity she prosecutes or assists in the prosecution of counterfeiters and the sellers of counterfeit goods in North Carolina in an effort to prevent further harm to mark holders and consumers alike. She comes to the North Carolina Department of the Secretary of State armed with eleven years of experience as an assistant district attorney and law firm associate. As an assistant district attorney, Ms. Strong has prosecuted a variety of cases in the district attorney's offices of Durham and Wayne counties, including arson, child abuse, domestic violence, embezzlement, fraud, homicide, identity theft, notary violations, property crimes, and sexual assault. She also worked as an associate at Harris & Associates, PLLC, where she represented clients in various courts throughout the state. Before attending law school at North Carolina Central University, Ms. Strong worked as journalist at two major daily newspapers and has a journalism degree (Spanish minor) from Howard University in Washington, DC.

**Emily Osika** is a senior, majoring in international relations and minoring in political economy in the James Madison College at Michigan State University. She was the first recipient of the Center for Anti-Counterfeiting and Product Protection's Matthew Ronald Maher Scholarship in 2018-2019 and is going into her fifth semester researching as an A-CAPP Center intern. During the summer of 2019, Emily interned at the Economic Policy Research Institute (EPRI), which is a non-for-profit and international-based research institute located in Cape Town, South Africa. She participated in qualitative data analysis involving the implementation and evaluation of social protection programs across the global south. She will be graduating in December of 2019.



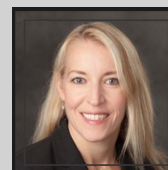
**Erin L. Bunting** is an assistant professor and director of Remote Sensing and GIS Research and Outreach Services (RS&GIS) at Michigan State University. She has more than a decade of experience in geospatial applications including an extensive research and teaching portfolio. Erin's research background is broad including remote sensing, time series statistic development, GIS, climatology, and ecology/environmental science. During her career, she has conducted extensive fieldwork/field experiments across southern Africa, South America, the southeastern U.S., and the southwestern U.S. Erin has taught courses on taught Introduction to introductory and advanced remote sensing, GIS, and GIS in research at the university level and with practitioners/land managers. As director of RS&GIS, Erin oversees all projects for the developer and analyst teams and also works on project development and outreach activities. RS&GIS provides geospatial technology services and training to research faculty, state/federal governments, municipalities, nonprofits, and the private sector. Comprised of a diverse professional staff, RS&GIS maintains over a century of combined expertise in the areas of GIS, remote sensing (RS), global positioning systems (GPS), application development, cartography and graphic design.



**Greg Leimone** is the North America regional security manager at Syngenta, a global agriculture company and a leader in crop protection products and seeds based in Basel, Switzerland. Among other responsibilities, the team drives the brand protection effort and investigations for counterfeit, theft, diversion and illicit trade of Syngenta products throughout the United States and Canada. In the heavily regulated market of pesticides, partnering with local, state, & federal law enforcement and government agencies is key. His team is currently leading a complex transnational investigation of counterfeit Syngenta products with a major presence on e-commerce platforms. Prior to Syngenta, Greg had a diverse 20 years of experience inclusive of nine years as a sworn law enforcement officer, as an owner of a successful security consulting and private investigations practice and prior work designing and selling intelligence & critical incident management technologies and platforms to law enforcement and the military. Before entering the security field, he worked for a global software company in human resources/employee relations and holds a bachelor of arts in criminal justice. Greg is an active member of numerous organizations dedicated to security, intelligence, threat assessment and risk management. Greg has been interviewed, cited and requested to speak on many different topics ranging from security culture, investigations, workplace violence, active shooter response and counterfeit/brand protection, among others. Greg lives in North Carolina where he enjoys spending time with family and being an assistant coach of his 11-year-old son's travel baseball team.



**Jade Sims** is a trade specialist at the Michigan State University International Business Center (MSU-CIBER) and is involved in efforts to connect the Mid-Michigan business community with the resources of the 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, and also also organizes tailored programs to develop international strategies and create export plans. In addition, Jade is involved with study abroad programs, currently leading an undergraduate program to Spain each spring. Prior to joining MSU Jade taught Spanish language, business Spanish and advised undergraduate students in the College of Arts & Letters at MSU. Prior to coming to MSU, she worked for over two years overseeing new product launch in the automotive industry and served as a microenterprise consultant with the Peace Corps. Jade is on the editorial board of the A-CAPP Center's *The Brand Protection Professional*. Jade holds a bachelor of arts in business and spanish from Alma College and an master of business in international management with a specialization in global policy and development from Thunderbird School of Global Management and is a certified global business professional and trainer.



**James (Jim) Cunningham** is currently Deputy Director, Global IP Enforcement and Security for Alibaba. Prior to joining Alibaba in December 2016, James was a supervisory special agent for the Federal Bureau of Investigation (FBI) where he served as the supervisor of a Joint Terrorism Task Force (JTTF) squad in New York City. While at the FBI, Jim conducted both criminal and counter-terrorism investigations. These investigations included a variety of domestic and international crimes including intellectual property rights violations, counterfeiting, financial crimes, smuggling, fraud, organized crime, narcotics and weapons trafficking, and terrorist bombings. During his intellectual property rights investigations, he focused on the counterfeiting and diversion of pharmaceuticals and opiates. As a Special Agent Bomb Technician, Jim was trained to locate and disable bombs and respond to the threats of hazardous materials such as chemical, biological, and nuclear weapons. His investigations and training took him overseas on numerous occasions both in support of operations and as an instructor. Prior to his career at the FBI, he was an engineer and procurement manager at an international power company.





**James Kryskowiak** has a diverse security background going back 23 years where his career first began as a member of the United States Marine Corps. After his enlistment, James transitioned to a private military contract for the US State Department's Diplomatic Security Program. In 2006, James entered the Raleigh North Carolina Police Academy and spent just shy of 12 years with RPD leaving as a supervisor in field operations. James was also a member of the North Carolina Anti-counterfeit Trademark Task Force for 9 years during which time he was recognized by the NC Secretary of State with the Trademark Protector Award for investigations and an Exemplary Performance Award for his IP related training and outreach. James is also a prior A-CAPP Brand Protection Hero Award winner. James published an article in the A-CAPP Brand Protection Professional regarding the use of local law enforcement in brand protection and an article in the North Carolina Conference of District Attorneys Training Journal regarding the importance of counterfeit investigations; the latter article spurred an in person training where brand protection professionals and MSU ACAPP personnel trained the prosecutors on the importance of prosecuting IP related cases. James developed and taught an IP crimes investigations course that was hosted by the NC Community College Systems Law Enforcement Program for several years reaching close to 100 local officers. In 2017, James left law enforcement to pursue a career in brand protection and transitioned earlier this year into his current role as the senior security lead, North America at Syngenta.



**Jack Costello** is an assistant state's attorney with the Cook County State Attorney Office's (CCSAO) Public Corruption & Financial Crimes Unit. In that capacity, ASA Costello investigates and prosecutes a wide range of financial cases, including copyright infringement, counterfeit currency, ID theft, embezzlement, and more. ASA Costello has served with the CCSAO for 12 years, and in that time has prosecuted cases ranging from traffic cases and low-level misdemeanors, all the way up to kidnappings, sexual assaults, and multiple-defendant murder cases. ASA Costello has handled dozens of appellate cases, and argued before the Illinois Appellate Court, 1st District. He is a graduate of the University of Illinois-Urbana, and the DePaul College of Law.



**Jahaira Torrens** started her law enforcement career as a detective for the Puerto Rico Police Department in 1994, where she served as an investigator in narcotics, stolen vehicles, and fraud matters. In 2001, Jahaira was recognized by the FBI for her investigative efforts in a major police corruption investigation "Honor Perdido" (Lost Honor). She left the PRPD in 2009 to start her career as a special agent with Homeland Security Investigations, the investigative arm of Immigration and Customs Enforcement. SA Torrens is currently assigned to the Raleigh, North Carolina field office where she focuses on matters pertaining to cargo smuggling, IPR violations and immigration law compliance.



**Jared Murphey** has investigated and supervised investigations of transnational crime for more than eighteen years. He is currently an assistant special agent in charge (ASAC) assigned to the Detroit field office of Homeland Security Investigations (HSI), the principal investigative agency of the U.S. Department of Homeland Security. In his current assignment, ASAC Murphey oversees more than fifty special agents, task force officers, and intelligence analysts who investigate counterproliferation, human smuggling and trafficking, trade crime, and counterterrorism. ASAC Murphey has extensive experience working with a variety of domestic and international law enforcement partners in the fight against transnational crime. Prior to his current assignment, ASAC Murphey served at HSI headquarters in Washington, DC as the deputy chief of staff of international operations. Before that, he was assigned to the HSI office in Buenos Aires, Argentina. Prior to serving overseas, ASAC Murphey was previously assigned to HSI's two largest domestic offices in New York and Los Angeles. ASAC Murphey resides in the Detroit metropolitan area. He is married with two young children.



**Jason Kosofsky** is a senior global brand protection investigator for Ford Motor Company. He has over 15 years of experience in combating automotive counterfeiting and intellectual property enforcement. He is a board member and communication chair of the Automotive Anti-Counterfeiting Council (known as "A2C2"), a collaboration of 11 automotive manufacturers focusing joint efforts to eliminate counterfeit automotive parts posing a safety risk to consumers. Jason is a graduate of Northwood University.



**Jason Gull** is a Senior Counsel in the Computer Crime & Intellectual Property Section of the United States Department of Justice. In addition to prosecuting criminal copyright, trademark, and trade secret cases, he advises federal prosecutors and investigators on intellectual property, computer crime, and electronic evidence issues. Mr. Gull is active in policy matters, including coordinating with other U.S. government components on the development and implementation of legislation, regulations, and international agreements related to intellectual property and cybercrime. He has represented the United States in several international fora, including the Council of Europe and the World Intellectual Property Organization, and has conducted training on IP and cybercrime enforcement around the world. Before joining the Department of Justice, Mr. Gull was a litigator in private practice, where he was involved in intellectual property, securities, insurance coverage, and white-collar criminal cases. He is a graduate of Williams College and the University of Michigan Law School.

**Jay Burgett** is global trademark counsel for Mars Wrigley in Chicago. He leads a team of experienced trademark professionals and manages large global trademark portfolios in clearance, prosecution, enforcement and advertising matters. Mr. Burgett focuses on brand protection and enforcement strategies and leads litigation and dispute matters in various countries around the globe. He serves as a member of the Mars Wrigley anti-counterfeiting task force and leads cross-border counterfeit actions, including online and on-the-ground investigations and police and court actions. Mr. Burgett also manages Mars Wrigley's domain names and counsels global clients on IP risks, licensing, co-branding, large-scale ad campaigns, online/social media and compliance issues. Prior to joining Mars Wrigley in 2014, Mr. Burgett was senior associate at Norvell IP in Chicago where he represented many well-known brands in fashion and other prominent industries. He worked on a wide array of trademark, copyright and advertising matters, including representing clients before the TTAB and in federal court. Mr. Burgett started his career at Brinks Gilson & Lione as an IP associate. Mr. Burgett has a degree in electrical engineering and mathematics from the University of Illinois in Champaign-Urbana and a law degree from the Chicago-Kent College of Law.



**Jay Kennedy** is an assistant professor in the A-CAPP Center and School of Criminal Justice. He received his doctor of philosophy degree in criminal justice at the University of Cincinnati, where he was a Graduate School Dean's Distinguished Fellow, a Yates Scholar, and was awarded a Graduate Minority Fellowship from the American Society of Criminology, as well as receiving several research grants and awards. A graduate of the master of business administration degree program at the Carl H. Linden College of Business, University of Cincinnati, his research focuses on deviance within corporations. Specifically, exploring issues of employee theft within small businesses, the multi-level antecedents of corporate crime, and the role of business ethics plays in decision-making. Jay's work is interdisciplinary in nature, and has appeared in several outlets, including American Behavioral Scientist, Criminal Justice Review, Journal of Crime and Justice, Journal of Financial Crime, Security Journal, and Victims and Offenders.



**Jeff Rojek** is the director of the Center Anti-Counterfeiting and Product Protection and associate professor in the School of Criminal Justice and at Michigan State University. As director and is responsible for the strategic development and engagement in the center's research, education and outreach efforts, including building relationships with industry and law enforcement partners and fostering multidisciplinary collaborations with scholars from diverse disciplines from Michigan State University and other institutions. He received his doctor of philosophy in criminology and criminal justice from the University of Missouri-St. Louis. Prior to joining MSU, Jeff was the director of the Center for Law and Human Behavior and the University of Texas at El Paso, where is research career focused around partnering with the law enforcement community. He has received more than \$3 million in research funding from federal, state, and local agencies to examine topics that include police practitioner-researcher partnerships, intelligence led-policing, violent crime, law enforcement response to disasters, officer decision-making, officer safety and police training.



**Jeff Walker** is a detective with the San Antonio Police Department in San Antonio, Texas. He is currently assigned to the Department of Homeland Security as a task force officer combating the importation, distribution and sale of counterfeit trademarks. Jeff has 24 years on the department and over 9 years, full time investigative experience, in working intellectual property theft cases.



**Jim Simmons** is the Director for Brand Protection for Qualcomm Inc. He is responsible for the establishment and leading Brand Protection's Forensic Lab focused on Global IP violations, Trademark abuse, and Counterfeit and Royalty Compliance investigations. Jim has 15 years of global brand protection experience ranging from partner audits and training, grey market supply chain investigations and internal employee code of conduct actions. Prior to Qualcomm, he was with Cisco's Brand Protection team focusing on channel compliance efforts and counterfeit investigations for Latin America and prior to Cisco, he was with HP/Compaq's Brand Protection team which resulted in multi-million dollar civil and criminal cases tied to grey market fraud investigations. Jim served as Vice President of Membership Services for China based, Quality Brand Protection Committee and participated in the founding of AGMA. Jim is a Certified Fraud Examiner, has a Finance Degree for the University of Texas and a Master's in Criminal Justice from Boston University.





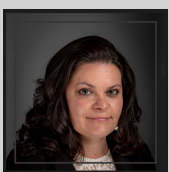
**Joe Giblin** is an economic officer at the U.S. Department of State International Intellectual Property Enforcement Office and has a portfolio that includes fighting trafficking in counterfeit goods and piracy of intellectual property. Joe leads the U.S. delegation to the Office of Economic Cooperation and Development (OECD) Task Force on countering illicit trade and represents the state department at the World Intellectual Property Organization Standing Committee on copyright and related rights. He also serves as the U.S. Department of State liaison officer to the National Intellectual Property Rights Coordination Center. Among other initiatives, Joe is currently working on a project to document and publicize the toxic dangers of counterfeit products. Commissioned as a reserve officer in the U.S. Army Corps of Engineers upon graduation from Fordham University, Joe served in the U.S. Army Reserves while attending New York Law School. He transferred to the Judge Advocate General's Corps (JAG) following law school, practicing in New York City. Following September 11, 2001, Joe volunteered for active duty with the U.S. Army Reserves with active duty military tours in Fort Dix, Baghdad, and the Pentagon. In 2009, Joe retired from the Army as a Lieutenant Colonel, the same year he joined the U.S. Department of State as a foreign service officer. Joe has served overseas with the State Department in Bogota, Colombia, and Dubai.



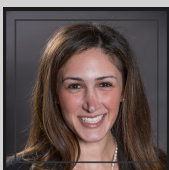
**Joseph Sveska** has investigated various types of crimes for more than seventeen years. He is currently a special agent (SA) assigned to the Detroit field office of Homeland Security Investigations (HSI), the principal investigative agency of the U.S. Department of Homeland Security. In his current assignment, SA Sveska conducts investigations into various crimes on the dark net and network intrusions. SA Sveska has also been assigned to groups investigating financial crimes, immigration, child exploitation, and counterfeit currency. Prior to his current assignment, SA Sveska worked for the United States Secret Service and has been assigned to Detroit and Washington DC. SA Sveska resides in the Detroit metropolitan area. He is married with one young child.



**Kaleigh Miller** leads Amazon's global brand relations team covering the Americas. Kaleigh joined Amazon in 2016 and works with brands, industry associations, government regulators, and law enforcement to advance Amazon's brand protection programs. She leads a team of global brand relations managers who act as brand ambassadors in Amazon's efforts to prevent counterfeits, working with industry associations through memoranda of understanding and innovative pilot programs that create structured mechanisms for constructive feedback allowing Amazon to improve its programs in response to brands' needs. Kaleigh has over 9 years of brand protection industry experience previously working for the Motion Picture Association of America and MarkMonitor.



**Kari Kammel** is the assistant director for education and outreach at the Center Anti-Counterfeiting and Product Protection and adjunct professor of law at Michigan State University College of Law. Kari works on professional training, adult education, program management and design spanning multiple disciplines. 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 as well as legal issues in the Middle East. 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 juris doctor degree from DePaul University, a master degree in political science from the American University in Cairo, and a bachelor of arts degree from the University of Chicago.



**Kasie Brill** is the senior director of brand protection at the U.S. Chamber of Commerce's Global Innovation Policy Center (GIPC) and the executive director of the Global Brand Council. 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 Innovation Policy 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, on the executive board of the Sherman Minton Moot Court, Law Alumni Board, Admissions Committee, and 2012 Class Campaign for Excellence. She also worked as a research assistant on issues of globalization with a specialization on the global impact of counterfeit luxury goods. Kasie has a wide range of expertise in multiple disciplines. 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.



**Kevin Babyak** is an econometrician and senior manager on the global brand protection team at Johnson & Johnson. He has more than 25 years of experience in the field of analytics, mainly as a practitioner. He has published numerous articles in the area of economic modeling. For this project, Kevin was the overall project lead and product owner. He holds a master of science degree and has completed his doctor of philosophy core curriculum in business & economics from Lehigh University.



**Kevin Weaver** is the director of brand protection at Johnson & Johnson. He is currently responsible for developing and deploying innovative business and technology solutions that combat the risks associated with illicit trade (e.g. counterfeits, diversion, tampered, trademark / copyright) for the Johnson & Johnson Family of Companies across the pharmaceuticals, medical devices, and consumer sectors worldwide. Mr. Weaver has over 25 years of experience working for Johnson & Johnson, Kellogg Company, and Computer Sciences Corporations across various roles developing competencies within information technology, data & analytics, business & market intelligence, supply chain, and strategic planning & architecture. He is a member of the A-CAPP Center industry advisory board and previously served on the International Anti-Counterfeiting Coalition (IACC) board of directors along with several other industry and academic positions throughout his career.



**Larry Griffith** joined the Bohning Company in October 1987. Previous to this, he was an officer in the United States Army and worked in IBM's Federal Systems Division. Shortly after joining the Bohning Company he became the president and CEO. Larry Griffith earned his bachelor of business management in accounting degree from the University of Texas at Austin in 1981, his master of business management from Michigan State University's Eli Broad College of Business in 2008, and his doctor of management degree from Case Western Reserve University in 2015. He has been active in his regions Workforce Development Board, been a Missaukee County Commissioner two years and the chairman of the county board for one year. He has been on the Archery Trade Association Board of Director's from 2005 to 2012 and the chairman and vice chairman in 2009 and 2010 respectively.



**Laura Bix** is the assistant dean for teaching, learning and academic analytics for the College of Agriculture and Natural Resources and a professor at the School of Packaging at Michigan State University. She specializes in healthcare packaging at MSU, where she has been recognized with an Excellence in Teaching Award. She has served as an expert to international and national panels convened by ISO, the US Food and Drug Administration, the US Centers for Disease Control and Prevention, the Consumer Healthcare Products Association and the Gerontological Society of America. In 2008 when she was named one of the 100 most notable people in the medical device industry by Medical Device and Diagnostics Magazine and her multidisciplinary efforts regarding healthcare packaging and ease of use were honored again in 2014 when she was awarded the Phi Kappa Phi Excellence in Interdisciplinary Scholarship Award. More recently, her leadership skills were recognized when she was appointed as an academic fellow of the CIC's Academic Leadership Program. Work from her group has been published or highlighted in numerous outlets, including: PLoS One, The Proceedings of the National Academy of Sciences of the US, Consumer Reports and Men's Health.



**Leah Evert-Burks** is an industry fellow with the A-CAPP Center. She is also the editor in chief for the center's *The Brand Protection Professional*, an industry journal dedicated to brand protection with articles written for and by practitioners and industry experts. Leah previously served on the A-CAPP industry advisory board. In addition to her work with A-CAPP, Leah works as an independent brand protection consultant primarily for the footwear and apparel industry and with Foucart & Associates. Leah retired as director of brand protection with Deckers Brands in 2015 where she directed all anti-counterfeit programs worldwide and managed IP litigation for the Deckers footwear brands which included the UGG brand. 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 in a variety of industries. Leah served as the 2014 co-chair for the American Apparel and Footwear Association Brand Protection Council. As an industry member of an FBI-led working group relating to IP Cyber-crimes, Leah helped develop a set of PSAs which were awarded an Emmy in 2014. Leah has been interviewed about counterfeiting by numerous media franchises including Good Morning America, The New York Times, The Wall Street Journal, Milken Institute Review, ABA Journal Magazine, among other publications, and is a frequent speaker on the issue. Leah received her bachelor of arts degree in history from Fort Lewis College in Durango, Colorado.





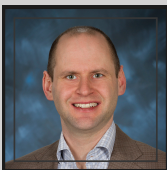
**Lorin Allain** is a Homeland Security Investigations special agent and has a total of eleven years law enforcement experience, beginning her law enforcement career with HSI in 2008 in Sault Ste. Marie, Michigan. While stationed there she investigated criminal violations of child exploitation, human smuggling, narcotics smuggling, identity theft, and other criminal violations for various programmatic areas. In 2011 she received a transfer to Detroit, Michigan where she became a member of the Global Trade Task Force (GTTF). 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. She holds a bachelor of science degree in criminal justice from Michigan State University.



**Meredith Gore** is a conservation social scientist whose interdisciplinary research is focused on using principles of risk to explore relationships between human behavior and the environment. Her scientific interests and teaching portfolio include community-based natural resources conservation, environmental crime, and science diplomacy. Her edited volume on Conservation Criminology was the first textbook synthesizing principles of conservation biology, decision science and criminology as they relate to environmental overexploitation. Dr. Gore has conducted applied conservation social science research on these topics in over 15 countries on 4 continents. She is currently an associate professor in the Department of Fisheries & Wildlife at Michigan State University (MSU); she was jointly appointed in MSU's School of Criminal Justice for a decade. Dr. Gore is a National Academies of Sciences Jefferson Science Fellow & Senior Science Advisor, U.S. Department of State and an Embassy Science Fellow to the U.S. Mission to the African Union and Regional Environmental Office East Africa. Meredith supports the United Nations Office on Drugs and Crime's Education 4 Justice Program Champion Network on Wildlife Crime, the Global Initiative on Transnational Organized Crime, Organization for Economic Cooperation and Development Mapping Wildlife Trafficking in Africa and Wildlife Conservation Society's African Urban Bushmeat Project. She previously served as past president of the Society for Conservation Biology's Social Science Working Group and on the National Geographic Society Committee for Research and Exploration. Dr. Gore received her Doctor of physiology in Natural Resource Policy and Management from Cornell University, masters in Environment and Resource Policy from George Washington University, and bachelors in Anthropology and Environmental Studies from Brandeis University.



**Nasim Arbabzadeh** is a lead data scientist at Johnson and Johnson. She is part of the enterprise supply chain—digital and analytics team within the strategy, innovation and deployment organization. Her responsibilities include analysis of business issues that span across different processes in order to enable end-to-end decision making towards impact through modeling and optimization. Nasim holds a doctorate degree in industrial and systems engineering from Rutgers University and a master's degree with distinction from Iran University of Science and Technology. Her main areas of expertise are advanced statistical modeling, stochastic modeling and machine learning with applications to transportation safety, healthcare and brand protection.



**Nate Davis** is an in-house attorney at Whirlpool Corporation, where he is responsible for intellectual property acquisition, enforcement, and defense against third party claims. Nate also built and leads Whirlpool's Global Consumer & Brand Protection Team. Prior to joining Whirlpool, Nate spent six years in private practice at a law firm specializing in intellectual property litigation and served as a law clerk to the Honorable Sharon Prost at the United States Court of Appeals for the Federal Circuit. Nate received a juris doctor from the University of California, Berkeley and an undergraduate degree in electrical engineering from Texas A&M University.

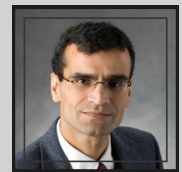


**Paul Castillon** is a sergeant with the San Antonio Police Department (Texas). He has been with SAPD for thirteen years and has worked both patrol and investigations. Over the last four years, he has been a supervisor in the Financial Crimes Unit overseeing investigations into identity theft and fraud to include violations of intellectual property rights. Before SAPD, Paul worked in the financial services industry for seven years and graduated from the Mays College of Business at Texas A&M University in 1999.

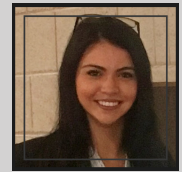
**Patricia Huddleston** is a professor of retailing in the Department of Advertising and Public Relations at Michigan State University. She teaches undergraduate courses in consumer behavior and retail strategy and consumer behavior, international consumer behavior and strategic brand communication at the graduate level. From 1991-2007 her research analyzed the retail systems in the transition economies of Russia and Poland. She was present at a pivotal moment in Russian history, witnessing the failed coup of August 1991. She and Dr. Linda K. Good published work on Russian and Polish worker morale, price-quality product perceptions of Russian and Polish consumers and ethnocentric tendencies in Russian and Polish consumers. In 1996, Dr. Huddleston spent a sabbatical in St. Petersburg, Russia, teaching the first marketing course at Leningrad Oblast University. From 1998-2007, she pioneered a study abroad program to Russia and Poland which focuses on retail distribution. This intensive, short term program provided the opportunity for students to gain knowledge of retailing in post-transition economies. Dr. Huddleston's research interests include customer loyalty, with a focus on food stores. In 2004, Dr. Huddleston spent six months in Australia at Monash University, interviewing retail CEOs for a book chapter on retailing in Australia. As a result of the time spent in Australia, she collaborated with Dr. Stella Minahan from Deakin University on a book entitled *Consumer Behavior: Women and Shopping*, which was published in January 2011. Her newest research project uses eye tracking technology to identify what consumers focus on when they view retail displays and how eye movement relates to purchase behavior. She is collaborating with Dr. Bridget Behe and Dr. Thomas Fernandez from the Department of Horticulture (MSU) and Dr. Stella Minahan from Deakin University, Melbourne, Australia.



**Prem Chahal** is an associate professor of Electrical and Computer Engineering at Michigan State University. His research interests are Terahertz (THz) and Millimeter-wave Electronics, IR Sensors, Microsystems Packaging, RF-MEMS, BioMEMS, and Flex Electronics. He is the 2012 recipient of the DARPA Young Faculty Award.



**Rachel Giordano** is a senior intelligence analyst in the Global Product Integrity, Global Security Department at Merck & Co. In this role, she leads the brand protection intelligence effort to protect patients from global supply chain threats with intelligence-led investigations. Her focus is to proactively identify patterns related to counterfeit and other illicit trade/trafficking, and to use this information to build strategies driven towards patient safety. Rachel participates in intelligence-based communities and global security analyst associations to further expand her knowledge of capabilities to better identify risk and provide valuable solutions within the industry. She is frequently called upon as a subject matter expert to analyze data concerning counterfeit pharmaceuticals, as well as to identify trends within the activities of illegal drug sellers and the threat this activity poses on patients, worldwide.



**Ryan Scrivens** is an assistant professor in the School of Criminal Justice at Michigan State University. He is also a visiting researcher at the VOX-Pol Network of Excellence, a research associate at the International Cyber Crime Research Centre at Simon Fraser University, and the associate editor for *Theses of Perspectives on Terrorism*. Ryan conducts problem-oriented, interdisciplinary research, with a focus on the local, national, and international threat of terrorism, violent extremism, and hatred as it evolves on- and offline. His primary research interests include terrorists' and extremists' use of the Internet, right-wing terrorism and extremism, combating violent extremism, hate crime, research methods and methodology, and computational social science. He has presented his findings before the Swedish Defense Research Agency in Stockholm, the Centre of Excellence for National Security in Singapore, and the United Nations in New York City and Vienna. His work has also been featured in over 100 new stories (television, radio, and print) and covered by an array of national and international media sources

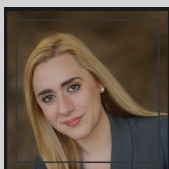


**Saleem Alhabash** is an assistant professor of public relations and social media, jointly appointed by the Department of Advertising and Public Relations, and the Department of Media and Information. His research focuses on the processes and effects of new and social media. More specifically, Saleem's 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 doctor of philosophy from the University of Missouri School of

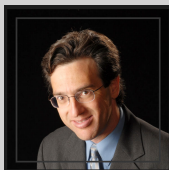




**Samantha Stevens** is the director of Licensing at Michigan State University. Her primary responsibility is to grow licensing revenue to support student scholarships and programming. By implementing marketing objectives; finding new retailers at the local, regional, and national levels; approving product lines and designs, and developing cohesive partnerships with key stakeholders on and off campus, our University Licensing Programs are in the midst of significant growth in royalties generated. In addition to her licensing responsibilities at MSU, Stevens serves on the board of directors for the International Collegiate Licensing Association. Currently, she is serving as 2nd vice president and was responsible for planning the 2018 ICLA Winter Symposium in conjunction with the Sports Licensing & Tailgate Show this past January in Las Vegas. Prior to joining the Michigan State University Licensing Program, Stevens had a short stop in Oxford, Ohio as the manager of trademarks & licensing at Miami University. In addition, she spent seven years in Boone, North Carolina as the assistant athletics director for marketing and licensing at Appalachian State University. Stevens is a two-time graduate of Wright State University with a bachelor of science degree in business marketing (2003) and a master of education degree in health, physical education & recreation (2006). Her husband, Clint, and her have two children: daughter Sailor (9) and son Zane (5).



**Sasha Lazarevich**, deputy city attorney, has vertically prosecuted all intellectual property ('IP') criminal matters for the Intellectual Property Prosecution Section ('IPPS') of the Los Angeles City Attorney's Office since 2015. As the first prosecutor hired into this specialized position, Lazarevich built out a criminal enforcement program from the ground up. This includes developing prosecution best practices, which have led to notable results such as a 98% conviction rate and financial restitution paid to victim IP owners in every case. To date, Lazarevich has reviewed and prosecuted hundreds of IP criminal matters. She handles all stages of proceedings, including jury trials, and sets litigation priorities for the criminal section of her division. Lazarevich's cases involve IP violations arising from several industries including technology, pharmaceuticals, fashion, personal care, and entertainment. As a result of the overwhelming success of her enforcement efforts, Lazarevich spends significant time presenting IP prosecution best practices to law enforcement and industry representatives. Thus far, she has provided training to over 2000 officers from over 36 state, local, and federal agencies as well as dozens of brand owners from across the United States. Lazarevich has also conducted trainings for over 100 prosecutors, including California Bar Association accredited MCLEs. More recently, the focus of Lazarevich's work has turned to the sale of counterfeit and illegal pharmaceuticals including fake Xanax and Viagra, which can cause serious injury and death. She is also working on an initiative to improve enforcement of cybercrimes with an IP component especially in regard to criminal activity occurring on the dark web. Prior to her work as an IP crimes prosecutor, DCA Lazarevich worked on routine criminal matters including driving under the influence cases and violent offenses. She is also a former Googler. Ms. Lazarevich received her juris doctor from University of Washington and her bachelor of arts in political science from Columbia University. DCA Lazarevich has won numerous awards for her efforts to protect IP rights.



**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 juris doctor 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, Pager earned a master of laws in international law from the European University Institute in Florence, Italy, while studying on a Fulbright Fellowship. 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. Pager is a member of the Academic Advisory Board of the Copyright Alliance and the Association of Teachers and Researchers in Intellectual Property Law.

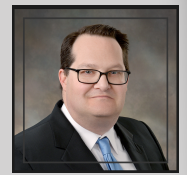


**Seth Wood** is the manager of asset protection at Abercrombie & Fitch Co., and responsible for brand protection enforcement online and across the Americas. For well over a decade at A&F, Seth collaborates cross-functionally with partners within legal, public relations, marketing, human resources, information security, and various product and customer-facing teams on matters relating to brand protection and risk. Seth holds a bachelor of science degree in sociology and criminology from the Ohio State University.

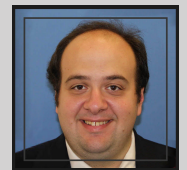


**Sheila Francis**, director of strategic partnerships & economic research at INTA is focused on establishing strategic partnerships and channels with consumer associations, non-IP professional organizations and academia. Apart from this, Ms. Francis also manages the association's research function to produce impact studies. Ms. Francis has a law degree from the National University of Singapore Faculty of Law and master's degree in professional studies from the George Washington University specializing in the field of law firm management. Prior to joining INTA, she practiced in field of trademarks and managed a team of marketing and business development professionals for an international IP law firm.

**William Mansfield** is the director of intellectual property for ABRO Industries, Inc. headquartered in South Bend, Indiana. ABRO exports a wide variety of household, automotive and light industrial goods such as glues, tapes and oils from the United States under the ABRO brand to individuals in developing nations worldwide. While virtually unknown in Western Europe and the United States, ABRO is a major brand name in countries such as Pakistan, Nigeria and Kosovo. As director of intellectual property, Mr. Mansfield is in charge of protecting the over 2,000 trademarks ABRO has registered in over 175 countries. Mr. Mansfield has himself traveled to 55 foreign countries and handled matters in over 160. This involves coordinating the actions of attorneys, investigators, and government officials on six continents (and he is hoping for a case in Antarctica to arise one day as well). Mr. Mansfield earned his juris doctor from Indiana University School of Law and also has a bachelor of arts degree in psychology from Purdue University. He is currently completing a master of business administration degree at Indiana University. He has been in the field of intellectual property protection for over 20 years, first as an undercover investigator and then as an attorney. He previously served with the U.S. Army in both active and reserve capacities and is currently on the board of the United States Selective Service System. His pro bono work mostly involves the subject of human trafficking.



**Zvi S. Rosen** is the assistant chief counsel for the Small Business Association Office of Advocacy. He joined the Office of Advocacy from the George Washington University School of Law, where he continues to teach a course in trademark law as a visiting scholar and professorial lecturer in law. Prior to that he served as the Abraham L. Kaminstein Scholar in Residence at the United States Copyright Office, and before that he was a visiting assistant professor at the Maurice A. Deane School of Law at Hofstra University. He has practiced in law firm settings ranging from major international firms to solo practice and holds an master of law degree in intellectual property from George Washington as well as a juris doctor from Northwestern.

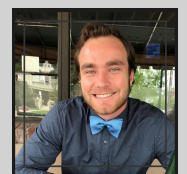


## MEET OUR STUDENTS

**Alina Dewgard** is a junior majoring in criminal justice and psychology. During her second semester interning with the center, she is researching emerging trends in pharmaceutical counterfeiting, with a focus on developing manufacturer practices and recently proposed regulations. Her goal is to use the information she has acquired to provide people in varying geographical locations strategies that can be implemented to safely obtain the products and pharmaceuticals they need. Additionally, she is working with the center's MSU partner, Licensing, on game day enforcement of counterfeit merchandise on the campus of MSU.



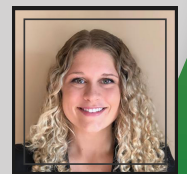
**Bradley Harrah** is a juris doctor candidate, expected 2021. Now in this second semester with the center, he is researching how intellectual property laws and brand protection strategies apply differently to small businesses. The goal is to promote brand protection earlier in the business life cycle, in efforts to limit the exposure of businesses to counterfeiting activities. Additionally, Brad is developing a resource guide geared towards small and medium sized enterprises that will help these growing businesses better understand the importance of brand protection and give them an introduction to trademark law.



**Daniel Cermak** is a juris doctorate candidate, expected 2020, and in his second semester as a legal extern with the center. Dan is researching international intellectual property laws for use in A-CAPP Center's Professional Certificate in Anti-Counterfeiting and Brand Protection Courses to provide an overview of different intellectual property regulations around the world.



**Emily Osika** is a senior majoring in international relations and minoring in political economy. She is the first recipient of the center's Matthew Ronald Maher Scholarship in 2018-2019 and is going into her fifth semester researching as a center intern. During the summer of 2019, Emily interned at the Economic Policy Research Institute (EPRI), which is a non-for-profit and international-based research institute located in Cape Town, South Africa. She participated in qualitative data analysis involving the implementation and evaluation of social protection programs across the global south. She will be graduating in December of 2019.





**Joey Longo** is a senior majoring in international relations and Chinese. He was selected as the recipient of the 2019-2020 Matthew Ronald Maher Memorial Scholarship for his second semester with the center. Using predictive analytics, Joseph is researching how China's Belt-Road Initiative will influence the Chinese counterfeiting enterprise.



**Kaylee Kern** is a junior double majoring in accounting and criminal justice with a minor in security risk management. She has an interest in fraud, counterfeit and the risk/impacts that it has on the economy. In her first semester with the Center, she is working on researching the language that the media and companies use when talking about counterfeit products, as well as whether they disclose counterfeit on their financial statements.



**Mae O'Dell** is a junior majoring in criminal justice and is in her third semester working with the center. Her interest are individual and organizational perceptions of counterfeiting and brand protection and learning how to best combat the crime of counterfeiting. Mae works with Jay Kennedy research that is focused on local and state law enforcement anti-counterfeiting efforts within Michigan. The goal is to learn more about the ways in which law enforcement agencies and officers approach the problem of product counterfeiting to better understand their perceptions on counterfeiting, training needs, and the effectiveness of law enforcement efforts in anti-counterfeiting efforts.



**Mike Barger** is a senior majoring in economics and pre law. Now in his semester with the center, he is researching the counterfeit consumer product market, analyzing the determinants of consumer demand and the causes of illicit supply chains that allow counterfeit goods to enter the market. His goal is to inform firms of the problem of counterfeiting, and potential solutions. Additionally, he is working on a joint project for the center and MSU Licensing on MarketSafe.



**Minelli Manoukian** is a juris doctorate candidate, expected 2020, and is in her second semester as a legal researcher with the center. She is researching injunctive relief for trademark infringement in current and emerging markets worldwide. Her goal is to gather information on the unique procedures of international legal systems to help brand owners develop anti-counterfeiting strategies across the globe.

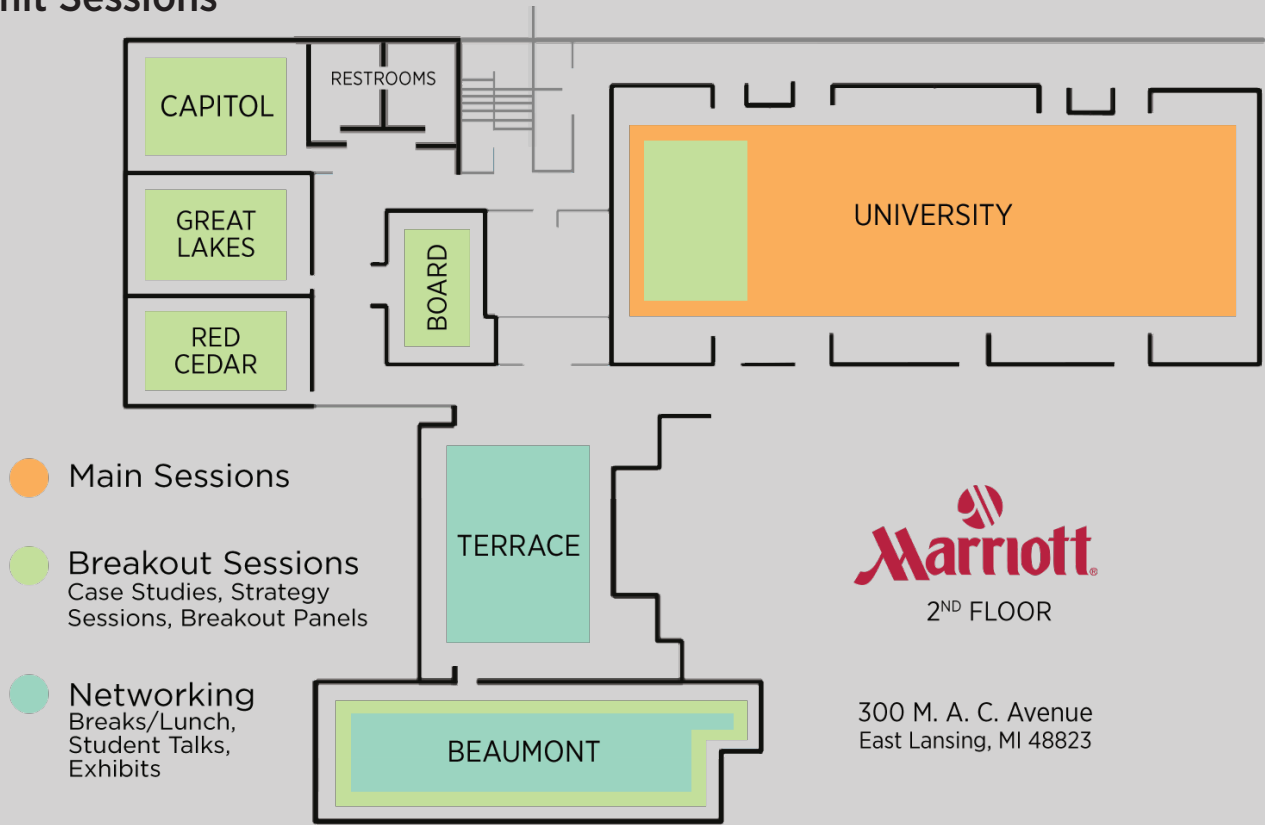


**Robert Huguley** is a senior majoring in criminal justice and in his second semester with the Center. He is researching counterfeit electronic components, analyzing where the product is introduced at each level of the supply chain. His goal is to impact manufacturing of products and its procedures, providing strategies for consumers to have a direct source for genuine products. Additionally, he works with the center's MSU partner, Licensing, on game day enforcement of counterfeit merchandise on the MSU campus.



**Shankho Bhattejee** is a senior majoring in marketing and now in his third semester interning with the center. Shankho is currently working on the Michigan Export Growth Program to help small and mid-sized businesses with research reports to help them scale themselves globally. I'm also working on a paper analyzing the effectiveness of Non-Disclosure Agreements for early-stage startups and mid-sized businesses. He also compiled a collection of anti-counterfeiting associations and organizations throughout the world.

## Summit Sessions



300 M. A. C. Avenue  
East Lansing, MI 48823

## Summit Reception

**Michigan Wildlife Conservancy**  
6380 Drumheller Road  
Bath, MI 48808

Blue Lakes Charters & Tours will provide shuttle service to and from the East Lansing Marriott and Michigan Wildlife Conservancy. See map and schedule below for further details.

### Shuttle Schedule

- **Begin boarding at Marriott**  
4:30p
  - **Depart Marriott for Wildlife Conservancy**  
5p  
6p  
7p
  - **Depart Wildlife Conservancy for Marriott**  
5:30p  
6:30p  
7:30p  
8:30p  
9:30p
- Route takes approximately 20 minutes
  - Uber and Lyft are available in area if schedule doesn't suit your needs
  - Parking is readily available at the Wildlife Conservancy



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