



# WHAT'S HAPPENING AT THE A-CAPP CENTER?

SPRING 2020 – NEWSLETTER



## COVID-19 RESPONSE

As the A-CAPP Center continues to monitor the novel coronavirus pandemic, we are committed to making decisions that will keep our Spartan and brand protection community healthy and safe. We are continuing our research and internship programs remotely.

However you may be affected by this crisis, remember you are not alone and we will get through this together.

We're working from home, check it out [HERE!](#)



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

SPRING  
2020

## NEWSLETTER CONTENTS

PARTNERSHIPS

EVENTS

PUBLICATIONS

A-CAPP STAFF



# WE'RE PARTNERING WITH **amazon**

We signed a General Memorandum of Understanding (MOU) with Amazon to foster a relationship and cooperation in education and research related to product counterfeiting, anti-counterfeiting strategies and other brand protection topics. We look forward to partnering with Amazon on these challenging issues to develop research and training to benefit brands and to combat counterfeit goods. Check it out [HERE](#).

## **BUYERS BEWARE** **COUNTERFEIT MARKETS** **CAN FLOURISH DURING** **A PANDEMIC**

BY JAY KENNEDY

Join The Conversation with Jay Kennedy as he gives insight on how to prevent from becoming a victim of counterfeit markets during the COVID-19 outbreak. Check out his publication in **THE CONVERSATION** [HERE!](#)

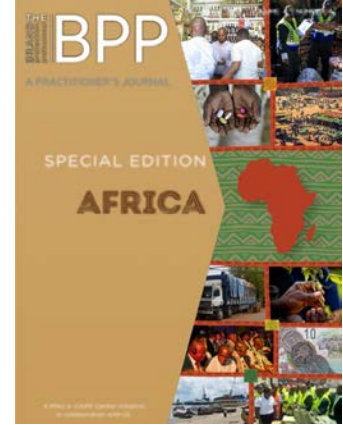
## **ARTICLES ON IMPACT OF CULTURE IN MIDDLE EAST ON IP RIGHTS**

Check out these publications by A-CAPP Center's Kari Kammel: "[Examining Trademark Counterfeiting Legislation, Free Trade Zones, Corruption and Culture in the Context of Illicit Trade: The United States and United Arab Emirates](#)" and "[IP Rights in the Middle East: Cultural Complexities behind Legal Enforcement](#)" on counterfeits in the Middle East and impact on culture.



# BRAND THE protection professional BPP

The 15th Edition is a Special Edition focused on Africa and highlighting UL's work in Africa. The 16th edition looks into the future as we highlight challenges in anti-counterfeiting and brand protection in the next decade.



We are currently developing stories for the BPP June

edition that will address brand protection in a time of crisis, such as what we are experiencing with the coronavirus outbreak.

Subscribe for free [HERE](#).

Working from home opens opportunities for professional development in brand protection. Our on-demand certificate program reflects a multidisciplinary approach to the issue of counterfeiting. Check it out [HERE](#).

The A-CAPP Center also offers custom brand protection training programs. For more information, contact Kari at [kkammel@msu.edu](mailto:kkammel@msu.edu).

## MATTHEW RONALD MAHER SCHOLARSHIP RECIPIENT 2019-2020

We would like to congratulate Joseph Longo, the 2019-2020 Matthew Ronald Maher Scholarship recipient. Joseph is a senior at MSU's James Madison College majoring in International Relations and Chinese with minors in Global Public Health & Epidemiology and Defense & Leadership Studies. This semester, Joseph is focusing his research on Chinese "copycat" culture.

If you are interested in funding the Matthew Ronald Maher Scholarship for future generations of brand protection students, visit our website [HERE](#).



# MSU LICENSING, A-CAPP CENTER & MARKETSAFE® PARTNERSHIP

Over the past two and a half years, MSU Licensing and the A-CAPP Center have been in collaboration with the International AntiCounterfeiting Coalition's MarketSafe®. Through this partnership, students working with the A-CAPP Center are able to actively engage in protecting the intellectual property of MSU. Students have successfully taken down 1,250 products infringing upon MSU's trademarked logos and images from Alibaba Group e-commerce websites.



## NASBITE

Spring 2020,  
Kari Kammel  
and Jay  
Kennedy will

present on "What Emerging SMEs  
Need to Know about Counterfeiting  
& Brand Protection." Stay tuned on  
social for more information on how  
to access this virtual presentation.

## WORLD IP DAY

Support this  
year's World IP  
Day from the  
comfort of your own  
home. Events will not be  
cancelled, just moved  
virtually. Stay  
up-to-date with the World IP Day  
team where campaign-related  
information will be published  
[HERE.](#)



## INTERPOL CONFERENCE OCTOBER 2019, CAPETOWN



In October 2019, the A-CAPP Team  
traveled to Capetown, South Africa  
to discuss counterfeits in Africa with  
a wide range of law enforcement  
agencies and brands.

## SUMMIT UPDATE

The A-CAPP Center is actively working  
on rescheduling our 2020 Summit to  
early 2021. Stay tuned for additional  
virtual events and more info.

**WELCOME,  
JOCELYN!**



We are excited to welcome Jocelyn Tucker as our new Communications Coordinator at the A-CAPP Center. Jocelyn is graduating from MSU in advertising management and will be full time with us in May. She also currently works with MSU University Communications as a Media Insights Intern and is an MSU Campus Representative for PINK, a subsidiary company of L Brands.



## MEET OUR STUDENTS

### OUR SPRING 2020 STUDENTS

Our Spring 2020 interns include: Tyler Armstrong (Law), Anne Breece (International Relations), Alana Carl (Experience Architecture), Daniel Cermak (Law), Therese Costantini (Packaging), Alina Dewgard (Criminal Justice/ Psychology), Daniel Eshoo (Criminal Justice), Annabelle Greseth (Political Science), Deepu Karchalla (Criminal Justice), Kaylee Kern (Criminal Justice/ Accounting), Joey Longo (International Relations/ Chinese), Minelli Manoukian (Law), Mae O'Dell (Criminal Justice), Logan Pechteltel (Criminal Justice) and Madison Postal (Advertising). Learn more about them [HERE](#).

The A-CAPP Center student program allows for students to gain experience in research in anti-counterfeiting and brand protection. If you are interested in funding our interns, visit our website [HERE](#).

Amidst the COVID-19 pandemic, we are actively placing our interns in brand co-ops and internship programs. Please reach out to Kari Kammel at [kkammel@msu.edu](mailto:kkammel@msu.edu) for information.