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## ***A-CAPP AND QBPC JOIN TOGETHER TO ADVANCE GLOBAL BRAND PROTECTION***

### **MSU AND QBPC SIGN AGREEMENT FOR FUTURE COOPERATION**

EAST LANSING, MI, U.S.A and BEIJING, P.R.C. — [The Center for Anti-Counterfeiting and Product Protection](#), or A-CAPP Center, at MSU and the [Quality Brands Protection Committee](#), or QBPC recently signed a Memorandum of Understanding to facilitate cooperation between the two prestigious organizations.

The A-CAPP Center, the United States' premier academic center for the study and advancement of the protection of brands and products, joins with QBPC, the only non-profit, member-driven organization of foreign-based brand owners operating in the People's Republic of China and focused on improving the intellectual property rights legal framework and enforcement in China.

The agreement will allow A-CAPP Center and QBPC to focus on the important issues of intellectual property, brand protection and anti-counterfeiting strategies between the U.S. and China, as well as other countries. The agreement states that both parties are willing to work together on these issues and it provides a framework for the organizations to move forward with concrete action to help protect intellectual property globally.

“This is vital for us as the only academic center that focuses on a multi-disciplinary approach to product counterfeiting,” said Kari Kammel, assistant director for outreach and education at the A-CAPP Center.

The A-CAPP Center recognizes the fundamental importance of taking a broad approach to this problem and also engaging those who work with these issues every day in China.

“QBPC has long worked to improve brand protection practices within China” stated Michael Ding, Chairman of QBPC and Head of IP Operations in Asia, Middle East, and Africa for ABB, one of the 194 member companies of QBPC. “With A-CAPP we hope to better advise both our members and others operating in China on how best to protect their intellectual property rights.”

***About the A-CAPP Center at Michigan State University:*** *The A-CAPP Center is an independent, interdisciplinary evidence-based hub whose activities focus on research, education and outreach designed to assist in protecting brands and products of all industries worldwide. The A-CAPP Center falls under the College of Social Science. Learn more at [a-capp.msu.edu](http://a-capp.msu.edu).*

MORE



*About QBPC: QBPC was founded in 2000 and is comprised of 194 foreign invested companies, whose parents are headquartered in America, Europe, Asia and Oceania respectively. QBPC is an industry group run by a group of volunteers and supported by professional staff with the objective of improving China's commercial rule of law and intellectual property protection-based cooperation with Chinese government and stakeholders. Learn more at [qbpc.org.cn](http://qbpc.org.cn).*

## 品保委携手 A-CAPP 助力全球品牌保护

近日，中国外商投资企业协会优质品牌保护委员会（下称品保委）与密歇根州立大学反假冒与产品保护中心（The Center for Anti-Counterfeiting and Product Protection，下称 A-CAPP 中心）签署合作备忘录，以推动两家机构之间的深度合作。

A-CAPP 中心，致力于学习、推动品牌与产品保护，是全美旗舰学术中心。而品保委则是中国唯一的由权利人组成，由会员驱动，致力于完善中国知识产权保护法律体系的不以营利为目的的机构。两家可谓强强联合。

通过签署合作备忘录，两家机构可以更好地关注知识产权、品牌保护、反假冒策略中的重要问题，关注点也不局限于中美两国。备忘录指出，双方将就共同关注的问题，制定纲领及详细的行动计划，以期在全球范围推进知识产权保护。

“作为唯一一家跨学科反假冒学术中心，这项协议对我们来说意义重大。” A-CAPP 中心外联与教育助理主任 Kari Kammel 评价道。“A-CAPP 中心非常清楚反假冒这一难题需要多重解决方案，更需要与那些日复一日在中国为此操劳的知识产权工作者深入交流。”

品保委主席丁宇说到：“品保委在中国知识产权保护领域已经深耕多年。携手 A-CAPP 中心，我们希望以全球化视野，就知识产权保护体系建设给出更好的建议。”

**关于密歇根大学 A-CAPP 中心：** A-CAPP 中心是一家独立、跨学科、以证据为核心的中心，致力于品牌与产品保护的研究、教育并广泛地和世界范围内的各行业沟通以助力他们的品牌保护策略。A-CAPP 中心设立在社会科学学院之下。欲了解更多详情，点击这里：[a-capp.msu.edu](http://a-capp.msu.edu)。

**关于品保委：** 品保委是一个约有二百家知名跨国公司在华投资企业以及知名内资企业观察员组成的专业知识产权机构。品保委秉承“与中国中央和地方政府、部门、机构、企业和国际社会合作，为强化知识产权行政和司法保护，完善相关法律法规，营造公平有序的经济法治环境，推动形成深度融合的开放创新局面，做出积极贡献”的宗旨，积极与相关部门开展知识产权保护领域的合作。