



## Episode 7 Transcript

**Leah Evert-Burks:** This is Leah Evert-Burks with the Center for Anti-Counterfeiting and Product Protection @ Michigan State University and *this is Brand Protection Stories* - stories about the practice of brand protection by those who live it.

**Leah Evert-Burks:** In *Brand Protection Stories* we talk to those in the brand protection community about particular cases in their careers. Through some *stranger than fiction* real life scenarios we learn about the practice of brand protection and the challenges faced by brand-owners worldwide.

**Bobby Sherman:** What made this so burdensome and onerous is that when you, when you're buying drugs on the internet, you know there's a risk you're taking a risk, a lot of time you either doing it out of frugality cheapness or desperation. But when you go to the National Health Service in London or you go to a reputable pharmacy in Amsterdam. You have to be assured that you are buying the legitimate product. And the last thing in your mind is that you're getting kind of a drugs that contribute to your death.

**Leah Evert-Burks:** Bobby Sherman is second-generation law enforcement. His father spent 25 years in the New York City Police Department and his brother was in the Houston Police Department for 27 years. After completing his enlistment in the Marines, Bobby joined Houston Police Department in 1981. During his tenure, he served as a patrol officer and supervisor in the high-crime districts of Houston, one of the most populous cities in the U.S. In 1991, Bobby joined U.S. Customs as an Air Interdiction Officer, serving as a crewmember on counter-narcotics interdiction aircraft in Colombia, Peru and the Caribbean. He was transferred back to Houston in 1996 and took on the title of Special Agent, receiving training and certification as an undercover operator. He was assigned as primary UC operator for a *New Undercover Operation* targeting *Intellectual Property Rights Crime* -, from footwear, to 16 years working pharma cases being deployed throughout Europe, Hong Kong, Thailand, India and Panama. Bobby conducted the first, and the second, undercover operation in China resulting in arrests and dismantling of China-based manufacturers and trafficking of pirated DVDs and counterfeit drugs. Bobby worked IPR cases and cases targeting the trafficking of armaments and technology to embargoed countries for the Office of Foreign Assets-Dept of Treasury until his retirement in 2017. In total his career spans 21 years and even though Bobby's colleagues may have teased him about the nature of some of his cases being counterfeit luxury goods, it was an IPR case in Chicago with connections to Jordan, that almost got him killed.

**Leah Evert-Burks:** Good afternoon, Bobby.

**Bobby Sherman:** Good afternoon.

**Leah Evert-Burks:** We have talked in brand protection stories about counterfeit items, and how they can serve as illegal currency funding illicit and criminal activities. In today's story we'll hear about a pharmaceutical counterfeiting network, which among other lessons serves to reveal the lavish lifestyles lived by those involved. Criminals who put the citizens of Europe and the UK, in particular, in jeopardy. Penetrating and introducing counterfeit drugs into legitimate



supply chains that made their way to cancer, heart patients, and others with serious health conditions. But it was their greed and designer taste that led to their eventual downfall. So Bobby in talking about this particular case. I wanted to get into a little bit of your background. The listeners to this podcast have heard your impressive bio, you started doing undercover work that primarily involved luxury counterfeit goods including athletic shoes. Is that correct?

**Bobby Sherman:** Yeah, mostly um luxury goods everything from Louis Vuitton purse is to Nike shoes. A lot of flea market operations, that type of thing.

**Leah Evert-Burks:** Okay. So when we talk about IP, federal, the federal charges, sometimes are thought, not to be particularly sophisticated or impactful cases. But as I understand it in 1999 while you were doing some undercover work in San Antonio. There was a group based out of Belize that was transshipping counterfeit Nike and Adidas products. And then they asked you about some pharmaceuticals.

**Bobby Sherman:** Yeah, that was that was really a turning point. You know, we're talking 20 some odd years ago 20, almost 21 years ago, and we were again just doing luxury goods and and branded sporting goods. And we really hadn't gotten into the pharmaceuticals we haven't, we hadn't seen them at all. Now that didn't mean they weren't out there we probably weren't looking to be honest with you. And in the midst of a negotiation to buy a large container of counterfeit athletic shoes and and t-shirts and sweatshirts. The subject investigation was from Belize offered me counterfeit Cialis, which is the first time we were offered a counterfeit drug, and we jumped on it and decided to buy it, we didn't know what are we going to deal with it, we didn't, we weren't familiar with the investigative techniques and doing these kind of cases or with applicable charges are we said, it's got to be something so we instantly snapped to it and decided to negotiate a deal right then in there.

**Leah Evert-Burks:** And something serious because they're talking about pharmaceuticals here.

**Bobby Sherman:** Well exactly that changed the whole complexion of the IP investigations for us.

**Leah Evert-Burks:** So the case we're going to talk about today involves Kevin Xu and Peter Gillespie was actually out of China and Europe, but of course you were officed out of the United States though you did extensive undercover investigative work around the world. But as we go through this case one thing that I think is an interesting aspect of it, is how the case how a case in in one part of the world can be tied together with activity in the United States or another part of the world. And as I understand that started to develop in 2007 when you received information from a large pharmaceutical company that I believe was Eli Lilly that reported that there was a target in China that was manufacturing and trafficking counterfeit drugs.

**Bobby Sherman:** Yeah, that's right. But before I go into that I think it's in order to explain a little bit, the scenario how we, we came about receiving that information. The whole concept with the advent of the Internet, the World Wide Web, and the ability to communicate easily across international borders, makes the whole concept that traditional concept of venue an ephemeral concept, the concept that it really is depends on who buys it and where and you can actually have a venue anywhere. And the reason that they called us from Eli Lilly, the investigators, is because we had a history of dealing with him on prior investigations. One thing



that that the pharmaceutical industry has really been at the forefront is conducting sophisticated investigations proactive investigations to conducting market surveillance to identify counterfeit that they didn't know was there. And they, they have a most of the major companies have very, very professional, investigative operations that are made up of retired federal agents and from both United States and worldwide. And we had established a really strong relationship with the pharmaceutical companies and a particular Eli Lilly so as far as a direct connection to Houston at that time, there wasn't one. But that was what the internet is for.

**Leah Evert-Burks:** The discipline of brand protection is derived out of trademark law- since counterfeiting is a violation of trademark rights – its important to remember that these are laws set up regionally throughout the world to protect the consumer. Yes, trademarks are assets of companies, but they tell the consumer the source of the goods and provide the assurance of origin. But, brand protection isn't only the responsibility of the legal profession, it's multi-disciplinary by nature, *and* necessity. People find themselves in this field from such diverse career paths as security, supply chain, law enforcement, marketing, IT, finance and yes legal, as well as many more.

**Leah Evert-Burks:** So, what was interesting about this case I think also was you know you were seeing trafficking of lifestyle drugs, as you said Cialis some others. But what Eli Lilly was concerned about was trafficking of therapeutic drugs.

**Bobby Sherman:** Yeah. You know, the whole process in our undercover operation and dealing with counterfeit drugs was was a constantly changing process and the overwhelming majority of drugs that we encountered the first couple of years of as you said were lifestyle drugs. Namely, Cialis, Viagra, and Levitra all erectile dysfunction drugs. They were very popular, for whatever reason, a lot of men don't like to go to the doctor and admit they have erectile dysfunction. So, you have the ability to get the drugs without subjecting yourself to embarrassment. And for some reason a lot of men think that, a lot of men who wouldn't get a buy a drug over the internet sight unseen for headaches or or cancer would be willing to buy it for erection erectile dysfunction. So it was an easily marketable drug, with a huge market and it was unlimited customer base. But what Kevin Xu that our target that that was brought to us by Eli Lilly differentiated him from the past targets, he had a wide breadth of counterfeit drugs, unlike any we've ever seen cardiac drugs, cancer drugs psychiatric drugs blood thinners. All contemporary and popular therapeutic drugs outside the realm of the lifestyle drugs that, that, that actually posed more of a threat though you can't discount the importance that that the threat today pose also.

**Leah Evert-Burks:** Right and I believe one of the things that brought this to the attention of the British authorities, was that there were some QA/QC issues with respect to packaging of the products.

**Bobby Sherman:** Yeah, you know, that goes back to my point about venue and investigations being an ephemeral quality and not like the old days we have one, maybe one or two jurisdictions doing an investigation. While we were doing the Kevin Xu investigation. The British MHRA, which is the United Kingdom counterpart to our FDA was encountering counterfeit



drugs that as you said entity legitimate legitimate supply chain extensively through the through the parallel trade of pharmaceuticals.

**Leah Evert-Burks:** Right, right. And what was picked up there, I believe were things like you know poor spelling errors, lot numbers, consistent with what is seen sometimes in counterfeits. But, Kevin Xu, who, who was the manufacturer of the goods, his downfall as far as the situation was picked up really because of packaging and lot numbers by the UK authority Medicines and Health Care Products Regulatory Agency.

**Bobby Sherman:** Well, let me be more precise with that because that's really not exactly what happened. While we were we were investigating Kevin Xu. The MHRA and the European Union investigative bodies were encountering these counterfeit medicines. With the packaging anomalies, and they didn't know where they were coming from, but through their investigation they determined that were coming from a major criminal named Peter Gillespie, who was a major trafficker, who was a United Kingdom citizen. They had no idea who Kevin Xu was, and we had no idea who Peter Gillespie was. All we know is that. All I knew is Kevin Xu was trafficking in in dangerous therapeutic counterfeit drugs, all MHRA knew was that they had a serious, serious market penetration of the legitimate supply chain, and we didn't know that there was a connection till after we arrested Kevin Xu and found wire transfers that tied him to Gillespie.

**Leah Evert-Burks:** Got it. So, so looking at the severity of this counterfeiting situation. It was a concern not only for the UK but obviously as you were talking about parallel, the parallel market or the gray market, any region where these drugs could be sold and distributed.

**Bobby Sherman:** Yeah, you know the parallel market is is kind of a tricky subject and and it's a, it's a, it's a sensitive subject for the both the host nations and, and for the, the pharmaceutical manufacturers and and to to explain it in the most simple way, you know, they, they offer. They, they take drugs that are offered in another country, legitimate pharmaceutical drugs at a lower price that aren't sold for whatever reason, and repackage them, and sell them in a venue like the European Union, where they get, fetch a higher price. And so ideally, that, that, that takes care of surplus drugs that that aren't being sold in the cheaper market, but at the same time, offering a discount to the people in the, in the more expensive markets, on a theoretical level. Unfortunately, with this case exposed is the, the potential danger for market penetration of counterfeit pharmaceuticals.

**Leah Evert-Burks:** Parallel, gray market or diverted products, is a concern for most brands since if their products end up in these markets, it means they were not being distributed to the channels authorized or intended by the brand owner. But for pharmaceuticals, it's a n even more dangerous situation as it also may mean the drugs may not meet the country's regulatory standards for safety and efficacy - And as pointed out here in this story may actually be counterfeit have no or limited active ingredients, useless fillers or contain deadly and toxic chemicals that may never be detected.

**Bobby Sherman:** And you, when you said about the packaging anomalies. That's one of the things that we found is the most difficult to counterfeit is, is the packaging, whether it be holograms different types of labeling and frequently, there are minor spelling errors in the packaging, or even they constantly use the same lot number they don't understand the



significance of the unique lot number or they do they don't care. So you'll see a package of Levitra that shows manufacturing and 2019 with a lot number from 2007. And now the average person wouldn't know this, but a, a regulator, or a pharmaceutical industry investigated with know that.

**Leah Evert-Burks:** And you know there's there's never a safe, or good counterfeit drug I mean we look at these there's issues with purity and potency some just have fillers in them. And when we're looking at therapeutic drugs what really strikes me is, it may not be discovered that a patient has taken a counterfeit therapeutic drug, because they may not improve from their condition, or they may pass away, but maybe the last thing that the medical community would be looking at is whether or not they had ingested or taking counterfeit medications. I think it's interesting, we did a Brand Protection Story a few episodes back with Andrew Love of Specialized Bicycles, with respect to counterfeit helmets and one thing that I think was very interesting that he said, is if I buy cyclist dies in an accident of head injuries. The last thing being considered at that point is maybe it was a counterfeit helmet. And with pharmaceuticals, it's the same. Again, they may not be able to detect that the patient had actually taken counterfeit medication or drugs. And I think this case really emphasizes the severity of the situation when it involves counterfeit drugs.

**Bobby Sherman:** Especially in the cancer drugs because people are seriously ill. And even as a cardiac, cardiology drugs, the presumption is that the deceased died from the disease. And, you know, let's face it, most people don't say oh my grandmother died. Let me bring the medicine in to see if it's real medicine, it gets discarded and they move on. And again the presumption is that the disease killed them not the pharmaceutical, the kind of pharmaceutical so we don't know.

**Leah Evert-Burks:** Right, right. So I understand this case was the largest class would recall in the UK. And given the fact that it was these good these goods had penetrated legitimate supply chains so medical facilities pharmacies and the like, you know, it is one of the largest of its kind in Europe.

**Bobby Sherman:** Yeah, I um. I try to do some because this happened back in 2007, 2008 just went on. And I did a little bit of research and I haven't been able to find one that's bigger than that subsequent to it, you have, I'd be interested hearing about it. But you know this, what made this so burdensome and onerous is that when you, when you're buying drugs on the internet, you know there's a risk you're taking a risk, a lot of time you either doing it out of frugality cheapness or desperation. But when you go to the National Health Service in London or you go to a reputable pharmacy in Amsterdam. You have to be assured that you are buying the legitimate product. And the last thing in your mind is that you're getting counterfeit drugs that contribute to your death. And besides, causing. Besides, causing unnecessary deaths and harm to patients. It undermines confidence in the entire pharmaceutical industry, something that we don't need now especially the advent of COVID and the vaccines. Within this particular case, the last figure I show was 25,000 packaging of 700,000 fake doses of Zyprexa, Plavix, Casodex were distributed in the legitimate supply chain of the United Kingdom, retail value was over \$4.9 million dollars, 10s of thousands of them were distributed to unknowing patients.



**Leah Evert-Burks:** Wow. Wow. So getting to your portion of the case. And I'm tempted to say "in walks a Texan" but as you can hear, you still hold some of your New York accent and not the Texas drawl, but you met up with Kevin Xu in I believe 2007, because you made a connection between what was going on in Europe, and what you were seeing happening within his counterfeit operation. Can you tell us a bit about that meeting?

**Bobby Sherman:** Even at this point we weren't sure about the connection. Lilly, who we've worked with extensively provided us information, they had information, they had dealt with him directly. They had knowledge that he was exporting counterfeit drugs to the US and handed us off as a major customer with with retail pharmacies that could distribute Kevin Xu's counterfeit drugs. So basically they did the handoff and facilitate us having a meeting at Bangkok International Airport, with Kevin Xu, his wife and I.

**Leah Evert-Burks:** I see so, why Bangkok?

**Bobby Sherman:** Well, we're dealing with the manufacturing country of course and almost all these pharmaceuticals is China, and from a political political standpoint, China is the 800 pound gorilla in Asia. Most countries do not want to aggravate China, they don't want to antagonize China. They don't want to get involved in any investigations that would cause diplomatic conflict with People's Republic of China. Bangkok has traditionally been a very amenable and cooperative venue for us to do our operations. We couldn't do the meeting in China, because that would be espionage, and we couldn't do that it would be too much of a risk, and we don't do that in this type of thing. So, Bangkok was the only the best the best venue of course would have been the United States, but he's not going to come to United States Xu because you can get arrested here.

**Leah Evert-Burks:** Right, right. So you decided on Bangkok and you met Kevin Xu and his wife over coffee. Bobby, being an astute observer of human characteristics and so forth as an undercover officer, you started identifying certain characteristics in Kevin Xu's wife. Can you tell us a little bit about that?

**Bobby Sherman:** Well it was interesting because one of the most important things of being an undercover operative is listening, not talking but listening, and it was quite apparent from the dynamics the personality dynamics of both Kevin and Xu and his wife, that the wife had a little bit more authority in the family I wouldn't say that she was running the counterfeit pharmaceutical operation, but she was the dominant personality in the relationship. And when you're doing an undercover operation. When you're targeting a subject for investigation, you try to ascertain and identify their vulnerabilities and weaknesses. So she had quickly, apparently. She quickly became apparent that she was the, the weakness and vulnerability for Kevin Xu. She also was dripping from head to toe with legitimate genuine counterfeit pharmaceuticals excuse me, luxury goods. I think she had a Hermes Birkin bag which is very expensive. She had Louis Vuitton luggage. I mean, everything was legitimate luxury goods. And when I commented on how nice they were she she was. She was, you know, very very appreciative and and really liked the fact that I noticed, and she almost dominated parts of the conversation, even though they had nothing to do with the pharmaceuticals. So, I knew that the hardest thing in dealing with Kevin Xu was not getting the pharmaceuticals from him was not doing the cash transactions or the wire transactions and showing the financial, the financial



path that he's taking, what was getting him to the United States where he could be arrested. Because the one thing he did not want to do is come to do a deal United States because he was vulnerable. Now, he wasn't willing to come to United States for counterfeit pharmaceuticals, but his wife was willing to come for luxury goods. And when in the course of the conversation. I talked to her about diamonds and gems, and she became very excited and I told her that I could get high quality diamonds unset stones for 30 to 60% off retail, and she became very excited and I invited her to come and she instantly made it a point of telling her husband, we need to go and get these diamonds. So, at this point, Kevin Xu was looking about coming to United States from the perspective of buying diamonds, not doing a pharmaceutical transaction, and he thought therefore that he was, safe from arrest and apprehension, which of course he wasn't.

**Leah Evert-Burks:** I see so you enticed her which caused both of them to come to the United States and it is I recall you were you were enticing them with with diamonds but possibly embargoed diamonds, hence the price.

**Bobby Sherman:** The price right exactly yeah embargoed diamonds from Liberia, and other countries in Africa, that had trade restrictions on conflict diamonds, which made her even more excited, and we didn't entice her we we offered her some diamonds at a good price and she decided to come, but she wasn't concerned about the the origin of the diamond she didn't care she just wanted diamonds.

**Leah Evert-Burks:** Okay, so they land in the United States in Houston. And can you kind of play out for us what happened then.

**Bobby Sherman:** Well, as I should Kevin Xu thought he was coming, merely for the diamonds. And we sent a, a Mercedes Benz nice luxury car that we had in our seizure lot, and with a driver and cold water bottles and snacks and picked them up at the airport like VIPs, check them into a nice real nice luxury hotel. And we told Kevin Xu, listen let's let you let your wife check in. Let's have a quick meeting. We want to take you to our warehouse and then you can come back and shower and change and lay down because they've been on a flight for 20 some odd hours in coach from China. And they hadn't had any sleep. So we decided to get him when he was vulnerable when he was when he was tired. And when he when he was most likely to talk.

**Leah Evert-Burks:** Okay. All right. So you had a little bit of sympathy for them since they were so exhausted but given their travel situation so you at that meeting you were able to gather and possibly further evidence. The activities with respect to his pharmaceutical crimes and went ahead and arrested him.

**Bobby Sherman:** Yeah, we were talking earlier in the, in the, in this podcast. We talked about the, the UK connection and MHRA All right. This is where the connection came in, but we didn't have any knowledge of that to this point. But he brought his laptop with him, which was a treasure trove of evidence, and it was amazing, everything he had on that laptop, it made our case. He could have, he could have claimed ignorance, you could have claimed it, he had never done these transactions before that he was just starting this denied him the opportunity to do that. It showed large financial transactions of over a million dollars between Kevin Xu Gillespie and and and banking venues in Mauritius, Liechtenstein, Luxembourg. And really, really,



besides, identifying the direct straight linear connection between Xu and Peter Gillespie and the UK Class One recall it just showed you the international nature of this whole operation.

**Leah Evert-Burks:** Hmm. So you were able to tie them together. Kevin being in the criminal chain being the manufacturer and the provider of the counterfeit medications and Peter Gillespie distributing.

**Bobby Sherman:** Distributing, yes.

**Leah Evert-Burks:** Mm hmm. Okay. So you actually participated in the trial of Peter Gillespie as a witness. Can you talk about what that experience was like?

**Bobby Sherman:** Yeah, we, we were able to expedite because of a close relationship with the United Kingdom authorities. Usually it's a laborious process called an MLAT Mutual Legal Assistance Treaty. We were able to really get that done quick through our attaché we have a Homeland Security Special Agent in London, who was my partner and started the operation Rich Halverson. He was assistant attaché who had a very close relationship with MHRA, and we got the computer image of Xu's laptop over there, much faster than we usually would have had occurred with an MLAT, and that really helped them and resulted in the necessity of me testifying in Crown Court.

**Leah Evert-Burks:** Counterfeiting can be lucrative but in many jurisdictions prosecution results only in low penalties, therefore it attracts a wide spectrum of criminals from out-of-garage sellers to sophisticated networks funding terrorism. And what *is* counterfeited? *Just about everything.*

**Leah Evert-Burks:** And Peter Gillespie was a very sophisticated businessman, as Kevin Xu was, as I understand he lived very lavishly in the UK.

**Bobby Sherman:** You know, I was thinking the other day about Gillespie, and what kind of criminal he was and he's not the type of typical criminal we experience especially in the pharmaceutical realm, whether or the IP realm. He lived in a walled estate outside of London very, very posh neighborhood. He was a sophisticated smooth operator. He was a chartered accountant. He was highly educated. He was wealthy. And, you know, the character that I thought of in dealing with Gillespie is a British version of Steve McQueen in the Thomas Crown Affair now I know I'm, I'm dating myself, but he was a really sophisticated operator.

**Leah Evert-Burks:** Hmmm. And so when he testified I think he tried to claim that he didn't realize these were fakes and so forth but that that didn't fare very well for him. In going back to his trial, it was a lengthy trial and as I understand the procedure in the UK is a little bit different than what we experience here in the United States.

**Bobby Sherman:** Yeah, you know, it was really one of the highlights of my career. To get to testify in Crown Court in London. It was just like you see on TV, the Queen's counsel and and the, the, the lawyers for the defense and and of course the judge where the powdered wigs. It's very formal, you have to stand when you testify. You don't have preparation time with the prosecutor, you just go on cold. So it was it was a lot more. It was a lot more difficult than testifying in the United States, but it was interesting, and I think they gave me a little bit of leeway with I didn't follow procedures. Being an American, a Yank, they kept referring to me as, as, as a Texan. You are obviously detected the New York accent, they were unable to discern it, and I think they had they thought they were had Walker Texas Ranger in there or something



they were they were talking was kind of comical, but it was, it was an intensive trial. It lasted a couple of months, because they have long recesses. They were flabbergasted just to hear that our trial last three and a half days they couldn't believe it. You know, justice and I, my response to that, when I when I was questioned by the defense is justice is swift in Texas so they, they, they were amused by that, but it was a great experience. And it reinforced to me because I'm able to hear some testimony after testimony, how big the case was because I because I wasn't allowed to hear all the details, prior to my testimony. Because of discovery reasons, I was able to hear it afterwards and it was a lot larger than I even imagined.

**Leah Evert-Burks:** Hmm, Yeah, you got to kind of see the whole story unfold.

**Bobby Sherman:** Right.

**Leah Evert-Burks:** Yeah, yeah. So that was in the UK, of course prosecuting Gillespie. Kevin Xu was prosecuted in the United States. Do you recall what his sentence was?

**Bobby Sherman:** 78 months.

**Leah Evert-Burks:** Okay.

**Bobby Sherman:** You know, it was really interesting Kevin Xu was unlike most of you are most of the typical intellectual property violators that we've encountered in the past that were, you know, shopkeepers or businessmen who are doing this as an aside, or, or are not particularly large and sophisticated, Kevin Xu was a highly educated, sophisticated businessman who would work with Sinopec the National Chinese National Petroleum Corporation, he was, he was not he was not a, what was we say a babe in the woods he was he was, he was very smooth operator also. And it was really interesting and seeing how he was someone like that who, who had all the right answers and was doing everything right, was waylaid by the by the, the endurance and insistence of his wife. I mean there's a lesson in there somewhere I don't know.

**Leah Evert-Burks:** Yeah and in the greed.

**Bobby Sherman:** The greed. Yeah, yeah.

**Leah Evert-Burks:** Well, Bobby, one, one final question for your, this is obviously a fascinating case but if you could choose one word that you think captures or describes this case, what would it be?

**Bobby Sherman:** Collaboration.

**Leah Evert-Burks:** Hmm. Can you expand on that a little bit?

**Bobby Sherman:** Yeah, these kinds of cases usually take years to do. And it's compounded by dealing with different jurisdictions different countries, different laws. Different trademark holders. This case everything came together through close collaboration and long-term relationships that we had, we had developed over the years and doing other cases, it's extraordinary that we did this case in less than seven months I still can't believe we did it so quickly. And it's a testament to the collaboration and and the relationship between private industry, between law enforcement agencies, because FDA worked very closely with us, MHRA, City of London Police in the financial realm, and also the Judiciary and the Justice Department, all working together, putting aside all all differences and all agendas and it worked and it worked good and it's a case it's still endures today.



**Leah Evert-Burks:** Absolutely. Well, I think that does capture this case, collaboration. It's a great example of the abilities and the success of great collaborative partnerships. So that's it for today but I want to thank you Bobby for doing the hard work and protecting the consumers.

**Bobby Sherman:** Well thank you and thank you for inviting me I enjoyed it.

**Leah Evert-Burks:** Collaboration can extend across oceans as demonstrated in the story Bobby tells of the Xu and Gillespie investigations and prosecutions. Cases can be tied together no matter the barriers of jurisdictions or borders, if stakeholders: brands, regulatory agencies, law enforcement and the Courts continue their dedication to health and public safety, which counterfeits continue to threaten.

**Leah Evert-Burks:** If you're interested in sponsoring episodes of Brand Protection Stories, please contact A-CAPP Assistant Director Kari Kammel at [kkammel@msu.edu](mailto:kkammel@msu.edu).

**Leah Evert-Burks:** In the next episode hear from former Detective Constable for the London Metropolitan Police, Chris Horne, talk about how he brought a music bootlegger to justice - An 11-year operation, of a 13 -year pursuit of this criminal, a man who violated the rights of some of the world's most treasured musical talents, including the Beatles. Find out what this case still teaches us on how to move with the evolving lifecycle of IP and the shifting landscape of how products are purchased and consumed.

**Leah Evert-Burks:** Thanks for joining us today for this edition of *Brand Protection Stories*, produced by the Center for Anti-Counterfeiting and Product Protection (or A-CAPP) @ Michigan State University in East Lansing, MI. Please visit us @ [a-capp.msu.edu](http://a-capp.msu.edu). A-CAPP is a non-profit organization founded in 2009. It is the first and only academic body focusing upon the complex global issues of anti-counterfeiting and product protection of all products, across all industries, in all markets. In addition to this series, we offer certificate courses in brand protection, applied education and academic courses, executive education, student internships, live summits and virtual events, ground-breaking research, and publish the quarterly digital industry journal, *The Brand Protection Professional*.

**Leah Evert-Burks:** This is Leah Evert-Burks with A-CAPP. Until our next session, keep protecting your brands, and the world's consumers. Keep it real.