

THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY

# BRAND PROTECTION STRATICE SUMMIT

BRAND OWNERS | / | LAW ENFORCEMENT

**MARCH 21-23** 

2023



Center for Anti-Counterfeiting and Product Protection

MICHIGAN STATE UNIVERSITY



# TUESDAY, MARCH 21

Open for brand owners, law enforcement, and academic partners only

9:00a University Ballroom

9:15a University Ballroom

9:45a University Ballroom

10:30a University Ballroom

11:15a University Ballroom

12:00p Beaumont/Terrace

1:00p University Ballroom

1:10p University Ballroom

1:25p University Ballroom

1:45p Various Rooms

2:30p University Ballroom

3:00p University Ballroom

4:00p University Ballroom **Summit Welcome** 

Panel: Increasing Regulation of the Online Space

Panel: INFORM Consumers Act and SHOP Safe- Two Years After Introduction, Where are We?

High Tops: Government and Law Enforcement Resources and Break

Panel: Counterfeit Sales Online- The Intersection of Research, Consumer Behavior and Social Media

Lunch

**A-CAPP Advisory Board Welcome** 

**Keynote** 

Michael Hecht, Legal Manager, the LEGO Group and A-CAPP Advisory Board Member

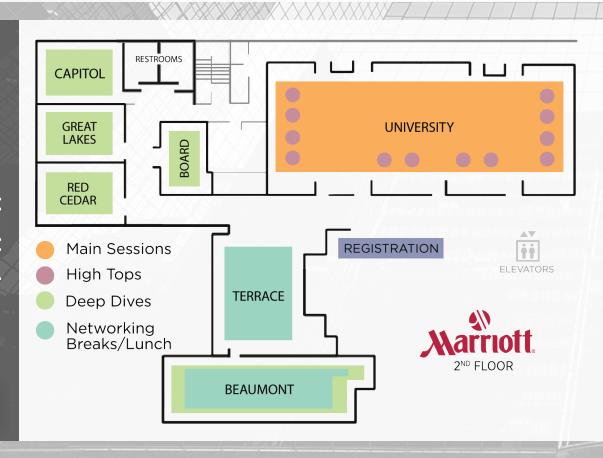
**A-CAPP Education Programs and Scholarships** 

**Deep Dives** 

**High Tops: Student Highlights and Break** 

Panel: The Global Impact of Counterfeit and Other Illicit Trade

**Adjourn** 



# WEDNESDAY, MARCH 22

Open to brand protection community

9:00a
University Ballroom

# 9:10a University Ballroom

### 9:20a University Ballroom

### 10:00a University Ballroom

### 10:30a University Ballroom

#### 11:15a Various Rooms

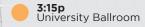
#### 12:00p Beaumont/Terrace

### 1:00p University Ballroom

#### 1:15p University Ballroom

### 2:00p University Ballroom







**5:30p**The Graduate Hotel 2nd Floor

### **Summit Welcome**

**Keynote:** How a Wide Range of Charges Can Build a Stronger Investigation Steve Francis, Acting Executive Associate Director, HSI

# What To Do With All Your Data?

## **High Tops: Student Highlights and Break**

# Panel: How Decriminalizing THC has Created an Entire New Category of Dangerous Food Counterfeits

# **Deep Dives**

### Lunch

### **A-CAPP Awards**

# Panel: Life Cycle of the Victim's Role in an Intellectual Property Criminal Case

Panel: The Brand Protection Professional Volume 8 | Number 1 LIVE Edition - BP Forum: The Intersection of CSR and Brand Protection

LIVE POLL
BPP Temperature Test:
CSR and Brand
Protection



# High Tops: The Brand Protection Professional Shelves and Break

### Panel: A-CAPP Alum Showcase

# The Brand Protection Professional Temperature Test Live Poll Results and Adjourn

### **Summit Reception**

133 Evergreen Avenue East Lansing

# THURSDAY, MARCH 23

Open to brand protection community

### 9:00a University Ballroom

### 9:05a University Ballroom

#### 9:15a University Ballroom

#### 10:00a Terrace

#### 10:15a Various Rooms

#### 11:00a University Ballroom

### 11:45a University Ballroom

### **Summit Welcome**

### **Keynote: Summit Reflections**

Roy Albiani, Director, Global Brand Protection, Johnson & Johnson Medical Devices

### Panel: INFORM Consumers Act: What Does Implementation Look Like?

#### Break

### **Deep Dives**

Panel: How Cybersecurity and Online Brand Protection Can Intersect

### **Summit Closing**

# VIEW FULL AGENDA SESSION DETAILS AND SPEAKER ROSTER





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