



THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY

BRAND PROTECTION STRATEGY SUMMIT

BRAND OWNERS | ACADEMICS | 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

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| ● 9:00a University Ballroom | Summit Welcome |
| ● 9:15a University Ballroom | Panel: Increasing Regulation of the Online Space |
| ● 9:45a University Ballroom | Panel: INFORM Consumers Act and SHOP Safe- Two Years After Introduction, Where are We? |
| ● 10:30a University Ballroom | High Tops: Government and Law Enforcement Resources and Break |
| ● 11:15a University Ballroom | Panel: Counterfeit Sales Online- The Intersection of Research, Consumer Behavior and Social Media |
| ● 12:00p Beaumont/Terrace | Lunch |
| ● 1:00p University Ballroom | A-CAPP Advisory Board Welcome |
| ● 1:10p University Ballroom | Keynote Michael Hecht, Legal Manager, the LEGO Group and A-CAPP Advisory Board Member |
| ● 1:25p University Ballroom | A-CAPP Education Programs and Scholarships |
| ● 1:45p Various Rooms | Deep Dives |
| ● 2:30p University Ballroom | High Tops: Student Highlights and Break |
| ● 3:00p University Ballroom | Panel: The Global Impact of Counterfeit and Other Illicit Trade |
| ● 4:00p University Ballroom | Adjourn |

MAP



WEDNESDAY, MARCH 22

Open to brand protection community

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| 9:00a University Ballroom | Summit Welcome |
| 9:10a University Ballroom | Keynote: How a Wide Range of Charges Can Build a Stronger Investigation Steve Francis, Acting Executive Associate Director, HSI |
| 9:20a University Ballroom | What To Do With All Your Data? |
| 10:00a University Ballroom | High Tops: Student Highlights and Break |
| 10:30a University Ballroom | Panel: How Decriminalizing THC has Created an Entire New Category of Dangerous Food Counterfeits |
| 11:15a Various Rooms | Deep Dives |
| 12:00p Beaumont/Terrace | Lunch |
| 1:00p University Ballroom | A-CAPP Awards |
| 1:15p University Ballroom | Panel: Life Cycle of the Victim's Role in an Intellectual Property Criminal Case |
| 2:00p University Ballroom | Panel: The Brand Protection Professional Volume 8 Number 1 LIVE Edition - BP Forum: The Intersection of CSR and Brand Protection |
| 2:45p University Ballroom | High Tops: The Brand Protection Professional Shelves and Break |
| 3:15p University Ballroom | Panel: A-CAPP Alum Showcase |
| 4:00p University Ballroom | The Brand Protection Professional Temperature Test Live Poll Results and Adjourn |
| 5:30p The Graduate Hotel 2nd Floor | Summit Reception 133 Evergreen Avenue East Lansing |

LIVE POLL
BPP Temperature Test:
CSR and Brand
Protection



THURSDAY, MARCH 23

Open to brand protection community

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| 9:00a University Ballroom | Summit Welcome |
| 9:05a University Ballroom | Keynote: Summit Reflections Roy Albiani, Director, Global Brand Protection, Johnson & Johnson Medical Devices |
| 9:15a University Ballroom | Panel: INFORM Consumers Act: What Does Implementation Look Like? |
| 10:00a Terrace | Break |
| 10:15a Various Rooms | Deep Dives |
| 11:00a University Ballroom | Panel: How Cybersecurity and Online Brand Protection Can Intersect |
| 11:45a University Ballroom | Summit Closing |

VIEW FULL AGENDA
SESSION DETAILS
AND SPEAKER ROSTER



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