



THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY

BRAND PROTECTION STRATEGY SUMMIT

BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

MARCH 12-14
2024

AGENDA *AT A GLANCE*

TUESDAY, MARCH 12

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

8:00a Beaumont/Terrace	Breakfast
9:00a University Ballroom	Welcome
9:15a University Ballroom	Panel: Trends in Third Party Sales of Counterfeit Goods on E-Commerce and Social Media
10:00a University Ballroom	Panel: Global Shields - Best Practices for Comprehensive Brand Protection Strategies and Programs
10:45a Beaumont/Terrace	Break
11:15a University Ballroom	Panel: Clicks and Choices - Deciphering Global Consumer Behavior Online
12:00p Beaumont/Terrace	Lunch
1:00p University Ballroom	A-CAPP Center Advisory Board Welcome
1:10p University Ballroom	Keynote
1:25p University Ballroom	ACAPP Center Research Updates & Academic/Industry Research Partnership Opportunities
1:45p <i>Various Rooms</i>	Deep Dives
2:30p University Ballroom	Research Spotlight: Survey Result Insights - Consumers' Perception of the Risk When Buying Through E-Retail and Social Media
3:15p University Ballroom	High Tops: A-CAPP Center Student Interns and MSU Programs Highlights and Break
3:45p University Ballroom	Adjourn
4:00p MSU Broad Museum	A-CAPP Center Industry Advisory Board & BP Council Members' Reception <i>(closed reception)</i>
5:00p - 6:30p Broad Art Museum	Opening Reception <i>(for all attendees)</i>

SUMMIT EVENTS

Marriott
300 M.A.C Avenue
East Lansing

TUESDAY
SUMMIT SESSIONS
MARRIOTT
9A-4P

WEDNESDAY
SUMMIT SESSIONS
MARRIOTT
9A-4P

THURSDAY
SUMMIT SESSIONS
MARRIOTT
9A-12P

2ND FLOOR

- MAIN SESSIONS & HIGH TOPS
- DEEP DIVES
- NETWORKING BREAKS/LUNCH

1ST FLOOR

TUESDAY
OPENING RECEPTION
BROAD ART MUSEUM
5P-6:30P

Broad Art Museum
547 E. Circle Drive
East Lansing

Graduate
300 M.A.C Avenue
East Lansing

WEDNESDAY
ANNUAL RECEPTION
GRADUATE 2ND FLOOR
5:30P-8:30P

VIEW FULL AGENDA
WITH SPEAKERS

WEDNESDAY, MARCH 13

Open for all brand protection professionals



8:00a Beaumont/Terrace	Breakfast
9:00a University Ballroom	Welcome
9:10a University Ballroom	Keynote
9:30a University Ballroom	Panel: Legal Frontiers in IP Protection – Navigating Legislative Updates in Anti-Counterfeiting
10:15a Beaumont/Terrace	Break
10:35a University Ballroom	Panel: A-CAPP Center Alums Unplugged – Insights into Former Students’ Brand Protection Journeys
11:15a Various Room	Deep Dives
12:00p Beaumont/Terrace	Lunch
12:00p Campus Room	Lunch: Student Mentorship Program <i>(closed lunch)</i>
1:00p University Ballroom	A-CAPP Center Awards
1:05p University Ballroom	A-CAPP Center Student Speaker
1:15p University Ballroom	Panel: Hot Topics – A Case Study from Pharma: Do Externalities and Lack of Access Drive Consumers to Dangerous Online Sources for Meds?
2:00p University Ballroom	Panel: Communicating the Importance of Brand Protection Across the Enterprise or Organization
2:45p University Ballroom	High Tops: Government & Law Enforcement Resources for IP Enforcement and Break
3:15p University Ballroom	Panel: Safeguarding IP in the Digital Age – Navigating AI and Finding Balance
4:00p University Ballroom	Adjourn
5:30p - 8:30p Graduate Hotel	Annual Reception

THURSDAY, MARCH 14

Open for all brand protection professionals

8:00a Beaumont/Terrace	Breakfast
9:00a University Ballroom	Welcome
9:05a University Ballroom	Keynote
9:15a University Ballroom	Panel: IP Under Siege – Confronting the Growing Threat from AI Towards Trademarks and Copyrights
10:00a Beaumont/Terrace	Break
10:15a <i>Various Rooms</i>	Deep Dives
11:00a University Ballroom	Panel: Challenges and Best Practices for Building a Counterfeiting Case Across Borders
11:45a University Ballroom	Closing
12:30p - 3:30p Capitol Room	A-CAPP Center Industry Advisory Board Meeting and Lunch <i>(closed meeting)</i>

THANK YOU TO OUR SPONSORS!

