### TUESDAY, MARCH 12
Open for brand owners, law enforcement, and academic partners only

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

---

**SUMMIT EVENTS**

**THURSDAY**

- Summit Sessions: Marriott 9A-12P

**TUESDAY**

- Summit Sessions: Marriott 9A-4P

**WEDNESDAY**

- Summit Sessions: Marriott 9A-4P

**TUESDAY**

- Opening Reception: Broad Art Museum 5P-6:30P

**WEDNESDAY**

- Annual Reception: Graduate 2ND Floor 5:30P-8:30P
WEDNESDAY, MARCH 13
Open for all brand protection professionals

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

THURSDAY, MARCH 14
Open for all brand protection professionals

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