

AGENDA

IACC

ANNUAL SPRING CONFERENCE

SEATTLE

MAY 13 – MAY 15

2009



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KEYNOTE SPEAKERS



Daniel Baldwin
Assistant
Commissioner
Office of
International Trade

In October 2006, Commissioner Basham designated Daniel Baldwin to serve as the Assistant Commissioner, Office of International Trade (OT), U.S. Customs and Border

Protection (CBP). This Office directs the nation trade policy and national trade program functions of CBP and provides uniformity and clarity for the development of CBP's national strategy to facilitate legitimate trade. Through the use of effective commercial targeting, coordination with international partners and other agencies, partnerships with the importing community and trade associations, risk-based approaches to identifying and addressing trade issues and the full use of the legal tools and authorities available to CBP, OT strengthens CBP's ability to facilitate the flow of legitimate trade across U.S. borders while securing U.S. borders and protecting the American economy from unfair trade practices and illicit commercial enterprises.

Prior to assuming his duties as Assistant Commissioner, Office of International Trade, Mr. Baldwin served as the Assistant Commissioner, Office of Strategic Trade (OST), U.S. Customs and Border Protection (CBP). This Office provided CBP with a national strategic perspective on trade issues, supported partnerships with the trade community and domestic industry, managed a regulatory audit program, and designed strategies to enable CBP to address significant trade risks. Mr. Baldwin's approach to addressing trade risks was based on applying innovative approaches coupled with a focus on measurable results. As Assistant Commissioner, Mr. Baldwin oversaw the programs and operations implemented by 9 Regulatory Audit Field Offices and 5 Strategic Trade Centers.

Previous to assuming his duties as Assistant Commissioner, OST, Mr. Baldwin was Director of the Trade Management Division in OST Headquarters, with responsibility for developing the CBP National Trade Strategy, organized around Priority Trade Issues (PTIs). These were developed using a consistent risk-based analytical approach, with a clear emphasis on integrating and balancing the goals of trade facilitation and trade compliance. Previously, Mr. Baldwin served as International Trade Manager with the Strategic Trade Center in Chicago, where he focused on risk-based issues related to imports of steel mill products.

Mr. Baldwin received a Bachelor of Arts degree from the University of Toledo (history and philosophy) and a Master of Arts degree from Wayne State University (history).



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CO-CHAIRS

Bonnie MacNaughton
Senior Attorney
Microsoft Corporation

Microsoft®
Legal and Corporate Affairs
Worldwide Anti-Piracy Team

Bonnie MacNaughton is a member of Microsoft's Worldwide Anti-Piracy Team and is the regional lead for Microsoft's anti-piracy enforcement programs in North America. Microsoft addresses software piracy through consumer and channel education, civil and criminal enforcement, and engineering and operational solutions. Ms. MacNaughton and her team take civil action against hundreds of software pirates each year and support numerous criminal prosecutions against software pirates throughout the United States and Canada. Ms. MacNaughton and her team also work closely with Microsoft's business professionals on piracy education and outreach and on the development and deployment of world class anti-piracy technologies and supply chain security.

Prior to joining Microsoft Corporation in 2001, Ms. MacNaughton was an Assistant United States Attorney for the Western District of Washington, in Seattle, where, among other things, she successfully prosecuted multi-defendant drug conspiracy and wire tap cases. Ms. MacNaughton was the Chief of that Office's Narcotics Unit from 1998 to 2001, and supervised its drug trafficking and money laundering prosecutions. Ms. MacNaughton was also the lead attorney for the region's Organized Crime Drug Enforcement Task Force (OCDEFT), a federal law enforcement program that provides funding for multi-agency investigations and prosecutions of complex drug and organized crime cases. Ms. MacNaughton also managed one of the three federal grand juries in Seattle. Before joining the Seattle U.S. Attorney's Office, Ms. MacNaughton was

an Assistant U.S. Attorney for the Central District of California, at Los Angeles, where she worked in the Office's Asset Forfeiture Section for several years.

Ms. MacNaughton started her legal career at the law firms of Pettit & Martin, and Jeffer, Mangels, Butler & Marmaro, in Los Angeles. Ms. MacNaughton is a graduate of Gustavus Adolphus College in Minnesota. She received her law degree from Santa Clara University in California.

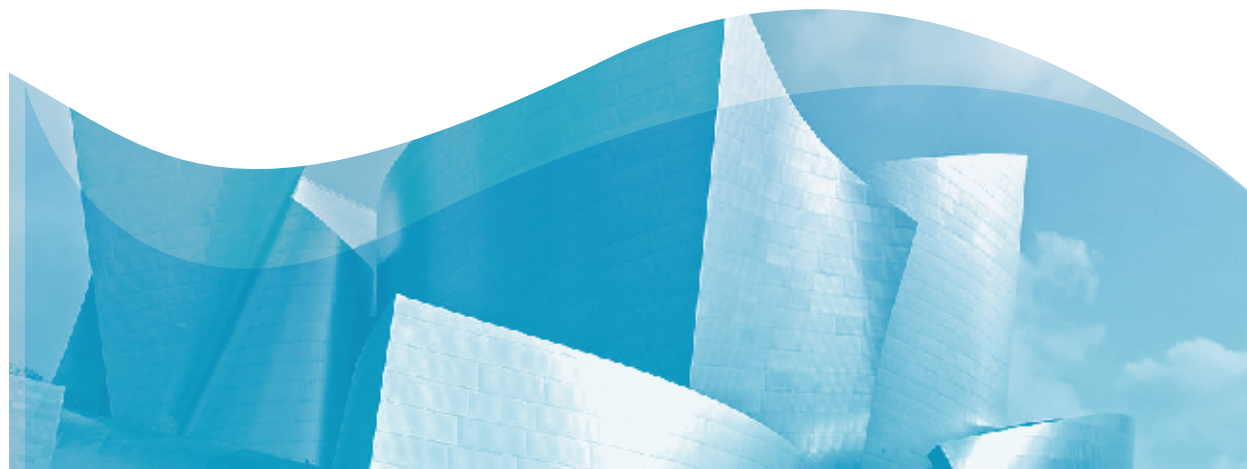


John C. Cotter
Osler, Hoskin &
Harcourt LLP

John Cotter is a partner in the Intellectual Property Department. John practices in the areas of intellectual property and information technology litigation, and has a general corporate commercial litigation

background. He has acted as counsel in a variety of intellectual property cases in matters relating to trade-marks, copyright, domain names, trade secrets, confidential information and patents, and has extensive experience in matters relating to counterfeit items. He is anti-piracy counsel in Canada for a leading software company.

John speaks and writes frequently on Intellectual Property matters and served on the Editorial Board of the *Canadian Patent Reporter*. John is listed in *Chambers Global: The World's Leading Lawyers for Business 2009* as a Leading Individual in Canada for Intellectual Property Litigation.





Theresa L. Mock
Director, Marketing
OpSec Security, Inc.

Terri Mock is Director of Marketing at OpSec Security, the global leader in anti-counterfeiting and brand protection solutions. She has global responsibilities for driving the strategic marketing initiatives of the Brand Protection business. Ms. Mock's expertise is in the marketing of technology products, software, and services. At OpSec, she spearheads efforts to engage the corporate security, legal IP, investigations, and enforcement communities in the fight against counterfeiting, piracy, and illegal infringements.

Prior to OpSec, Ms. Mock worked six years at Aspen Technology, Inc., an engineering software company focused on the chemical process industries. She was one of the first employees at AspenTech, and was part of the growth as the company grew from an initial MIT start-up to a successful public company listed on the NASDAQ. At AspenTech, Ms. Mock held positions as Director of Marketing and Senior Consultant leading major international engagements.

Ms. Mock holds a dual MBA and Master's degree in chemical engineering from the Massachusetts Institute of Technology. She received a fellowship in MIT's Leaders for Manufacturing program which promotes the integration of business and technical disciplines in the management of global corporations. Ms. Mock also earned an undergraduate degree in chemical engineering from MIT.



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WEDNESDAY

May 13, 2009

12:00 p.m. – 6:00 p.m.

(Grand Hyatt Seattle)

Registration

2:00 p.m. – 3:30 p.m.

(Stevens Room – 7th Floor Grand Hyatt)

Internet Committee (IACC Members Only)

3:30 p.m. – 5:00 p.m.

(Stevens Room – 7th Floor Grand Hyatt)

Anti-Counterfeiting 101:

This intro class is designed to welcome brand holders who are just getting started and give you a roadmap to enforcement success. We will give you an overview of how to put together a global enforcement program, discuss best practices, and inexpensive shortcuts to get the maximum amount of protection for your brand with the leanest financial and resource dependant methods. Why reinvent the wheel? Come learn from a company that has been at the cutting edge of brand protection for over 20 years.

Speaker: Dave Simpson, *IACC Chairman of the Board*

5:00 p.m. – 5:30 p.m.

(Stevens Room – 7th Floor Grand Hyatt)

New Member Briefing:

Travis Johnson, *Vice-President – Director of Legislative Affairs & Policy, International AntiCounterfeiting Coalition*

5:30 p.m. – 7:30 p.m.

(Grand Hyatt Hotel Leonesa Ballroom)

Opening Reception

Sponsored by MarkMonitor, Inc.

THURSDAY

May 14, 2009

7:00 a.m. – 4:30 p.m.

(6th Floor West Lobby in Convention Center)

Registration

7:00 a.m. – 9:00 a.m.

(Room 615–617 in Convention Center)

Continental Breakfast

Sponsored by Gibney, Anthony & Flaherty, LLP

7:00 a.m. – 8:30 a.m.

(Room 601 in Convention Center)

Investigative/Legislative Committee Meeting

(IACC Members Only)

8:30 a.m. – 9:00 a.m.

(Room 611–614 in Convention Center)

Board of Directors Elections

Open to Executive Members (Brand Owners) Only

9:00 a.m. – 9:05 a.m.

(Room 611– 614 in Convention Center)

Introduction by Co-Chairs



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9:05 a.m. – 9:30 a.m.

(Room 611– 614 in Convention Center)

Opening Address: Update on IACC activities and initiatives

Speaker: Bob Barchiesi, *President, International AntiCounterfeiting Coalition*

9:30 a.m. – 10:00 a.m.

(Room 611– 614 in Convention Center)

Keynote Address

Speaker: Daniel Baldwin, *Assistant Commissioner, Office of International Trade, U.S. Customs and Border Protection, Department of Homeland Security*

10:00 a.m. – 10:30 a.m.

(Room 611-614 in Convention Center)

Presentation to Seattle Police

Department and Address, by:

Bob Barchiesi (*IACC President*)

Dave Simpson (*IACC Chairman*)

Bonnie MacNaughton

(*Seattle Conference Co-Chair*)

John Cotter (*Seattle Conference Co-Chair*)

Terri Mock (*Seattle Conference Co-Chair*)

10:30 a.m. – 11:00 a.m.

(Room 615-617 in Convention Center)

Network Café

Sponsored by Kroll

11:00 a.m. – 12:15 p.m.

(Room 611-614 in Convention Center)

**Grey Marketing / Parallel Importation:
A review of the current status of the law
in several jurisdictions**

Moderator: Anouk von Meyenfeldt, *Vice President & General Counsel, Tommy Hilfiger*

Speakers:

Anouk von Meyenfeldt,

Tobias Cohen Jehoram,

De Brauw Blackstone Westbroek

and Lecturer at Erasmus University Rotterdam

Mark Schonfeld, *Partner and Co-Chair of Burns & Levinson LLP Intellectual Property/ SciTech Group*

12:15 p.m. – 1:45 p.m.

(Room 6-E in Convention Center)

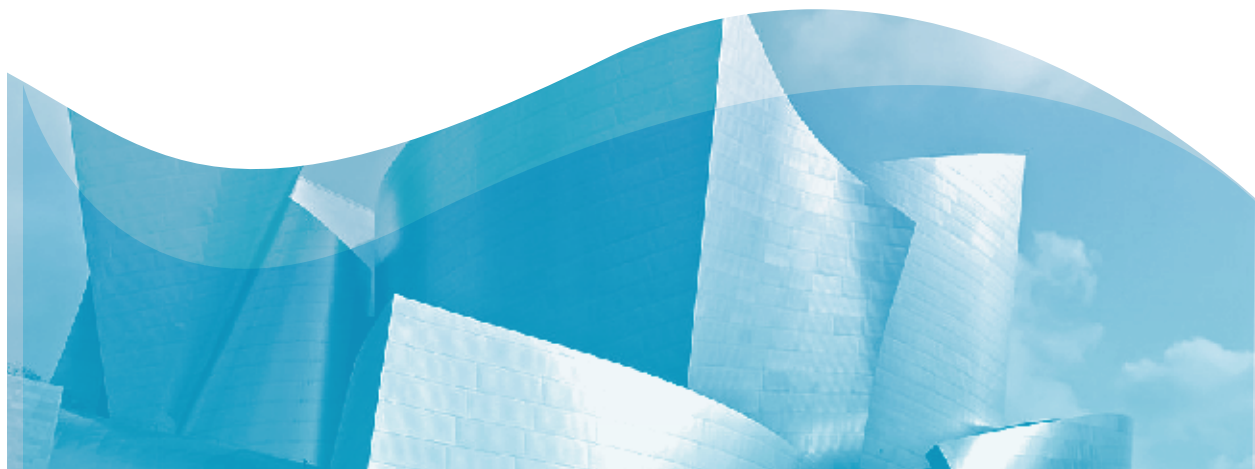
**Lunch – Emerging Enforcement
Trends in China**

Speakers:

Joseph T. Simone,

Baker & McKenzie, Hong Kong

Theodore (Ted) Kavowres,
Panoramic Consulting Limited



1:45 p.m. – 3:00 p.m.
(Room 611-614 in Convention Center)
Internet Piracy – case studies on investigation and enforcement

Speakers:
Peter Anaman, *Internet Investigator, Online Piracy Program Manager, Microsoft Corporation*

Ric Hirsch, *Senior Vice President, Intellectual Property Enforcement, Entertainment Software Association*

Richard Halverson, *Unit Chief, National IPR Coordination Center, Outreach & Training, National Intellectual Property Rights Coordination Center*

3:00 p.m. – 3:15 p.m.
Break

3:15 p.m. – 4:30 p.m.
(Room 611-614 in Convention Center)
Foreign Corrupt Practices Act – what you can and cannot do in foreign jurisdictions when enforcing your rights

Moderator: David M. Howard,
Dechert LLP, Philadelphia

Speakers:
David M. Howard

Todd S. Sharinn, Member, *Harris Beach PLLC, New York*

Josh Lichtman, *Kroll*

4:30 p.m. – 6:00 p.m.
(Douglas Board Room, 6th Floor in Grand Hyatt)
Board of Directors Meeting

FRIDAY, MAY 15, 2009

7:00 a.m. – 9:00 a.m.
(Room 615-617 in Convention Center)
Continental Breakfast

8:00 a.m. – 9:00 a.m.
(Room 615-617 in Convention Center)
Industry Breakout Sessions

Brand Protection Challenges in a Down Economy:
Chair: Terri Mock, *Director, Marketing, OpSec Security, Inc.*

Technology: Chair: John Theriault,
Vice President, Global Security, Apple

Luxury Goods and Apparel:
Chair: Adrienne Hahn, *Director, Legal Administration, Chanel Inc.*



Pharmaceuticals and Consumer Products:

Chair: Roy Albiani, *Global Director, Brand Integrity, LifeScan, a Johnson & Johnson Company*

9:00 a.m. – 9:05 a.m.

(Room 611-614 in Convention Center)

Introduction by Meeting Co-Chairs

9:05 a.m. – 10:15 a.m.

(Room 611-614 in Convention Center)

Seeking Protection at the Borders in Latin America.

Just a “summer hit” or a trend that has come to stay? Regional views and experience.

Moderator: John Cotter, *Partner, Intellectual Property Department, Osler, Hoskin & Harcourt LLP*

Speakers:

Gustavo P. Giay, *Partner, Head of AntiPiracy Unit, Marval, O’Farrell & Mairal, Argentina*

Virginia Cervieri, *Founding Partner, Cervieri Monsuárez & Associates, Uruguay*

Jose Henrique Vasi Werner, *Partner, Dannemann Siemsen, Brazil*

10:15 a.m. – 10:45 a.m.

(Room 615-617 in Convention Center)

Network Café

10:45 a.m. – 11:45 a.m.

(Room 611-614 in Convention Center)

International Criminal IPR Enforcement – discussion by members of law enforcement of current issues and developments

Moderator: Bonnie MacNaughton

Speakers:

Graham Burnside, *Director, Federal Enforcement Branch, Royal Canadian Mounted Police*

Leslie Bryant, *F.B.I.*

Jason Smolanoff, *F.B.I.*

Andrea Sharrin, *Deputy Chief, Computer Crime & Intellectual Property Section, Criminal Division, Department of Justice*



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11:45 a.m. – 12:45 p.m.

(Room 611-614 in Convention Center)

Legal Update – review of significant legislative changes and jurisprudence relating to copyright and trademark enforcement

Speakers:

Brian W. Brokate, *Partner, Gibney, Anthony & Flaherty, LLP, New York*

Andy Coombs, *J. Andrew Coombs, A P.C., Glendale, CA.*

Travis D. Johnson, *Vice-President – Director of Legislative Affairs & Policy, International AntiCounterfeiting Coalition*

12:45 p.m.

(Room 611-614 in Convention Center)

Closing Remarks

Dave Simpson, *IACC Chairman of the Board*



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