

# AGENDA

2019

ANNUAL SPRING  
CONFERENCE

40  
IACC  
YEARS

BOSTON | MAY 15-17

WELCOME TO THE REVOLUTION  
*Fighting Fakes in the 21st Century*

# IACC Spring Conference 2019

WELCOME TO THE REVOLUTION: FIGHTING FAKES IN THE 21<sup>ST</sup> CENTURY

## Conference Co-Chairs:

Rich Kaeser, Johnson & Johnson  
Jeremy Wilson, Michigan State University  
Shelley Duggan, Procter & Gamble  
John Carriero, Under Armour

## AGENDA

## WEDNESDAY, MAY 15

8:30-5:00

Check-in / Registration

9:30-12:30

### Workshop Series: Success by Design

Even the most strategic brand protection programs can fail to achieve success if they are not supported correctly within an organization. Program fundamentals such as staffing, funding and reporting are key to continued success. These workshops take a look at the internal 'nuts and bolts' of a brand protection program to ensure fiscal and human support to combat counterfeits.

- 9:30-10:30 – Building Brand Protection Teams
- 10:30-11:30 – Brand Protection Across the Enterprise
- 11:30-12:30 – Internal communication

12:30 -1:00

Boxed Lunch

1:00-2:00

### Workshop: Data Analytics - Metrics, Modeling & Sharing

We all hold information and data. How reliable is your data and what conclusions can you draw from it to target and achieve your organization's goals and objectives?

2:00-3:00

### Roundtable Workshops

3:15-4:15

These roundtable sessions will provide attendees with an opportunity to develop relationships and discuss individual issues with representatives from e-commerce marketplaces, emerging platforms and regional attaches in a small group setting. These simultaneous, limited attendance meetings allow for open dialogue on a variety of issues. There will be no set agendas; each small discussion group will follow the needs and interests of those in attendance. *\*Advance Registration is Required*  
Roundtable hosts to be announced in the near future!

4:15-5:00

### New & Prospective Member Orientation

Meet IACC staff and members in this orientation session where you will also learn in more detail about the organization's mission and activities.

5:00-5:45

### IACC-Amazon Program Informational Session

The IACC and Amazon launched a partnership to enhance collaboration and anti-counterfeiting efforts between Amazon and IACC members. In this session, we will share the notable successes from our engagement and progress we have made over the past year.

5:30-7:30

### Welcome Reception *Sponsored by De La Rue*

Mingle with your peers as we close out the day with our opening reception. This event is open to all registered attendees. Don't miss out on the opportunity to network and unwind from the day while enjoying food, beverage and music for our special 40-year anniversary reception. Be sure to join your colleagues at this elegant event!

## AGENDA

## THURSDAY, MAY 16

*WiFi Sponsored by Yellow Brand Protection*

7:00-5:00

Registration

7:00-9:00

Breakfast and Exhibit Viewing

*Sponsored by MarkMonitor*

8:00-9:00

Board of Directors Elections  
*IACC Member Rights-Holders Only*

- 8:00-9:00 **IACC MarketSafe Participants Session**  
*\*Open to current participants only.*
- 9:00-9:30 **Opening Remarks**  
Bob Barchiesi, President, IACC  
Dawn Atlas, Vice President, Enforcement and Assistant General Counsel,  
Calvin Klein, Inc. and IACC Chairperson
- 9:30-10:00 **Keynote Address**
- 10:00-11:15 **Evolution of Brand Protection – Where it has Been, Where it is Going, Where it Needs to Go**  
From ocean cargo to mail consignments, and flea markets to online storefronts and social media sellers; the counterfeiting landscape has undergone dramatic changes since the IACC’s founding 40 years ago. This panel will offer a look into brands’ efforts to adapt to new challenges, and to implement effective strategies for brand protection.
- 11:15-11:45 **Networking Break and Exhibit Viewing** *Sponsored by AppDetex*
- 11:45-1:00 **Brand Protection as a Total Business Solution**  
Research and practice demonstrate that brand protection programs can maximize their performance by taking a total business approach to mitigating the risk of counterfeit products. From a strategic perspective, this panel focuses on identifying key principles of a total business philosophy, exploring how they are implemented in practice, and discussing the opportunities and challenges of transitioning to and administering this proactive, comprehensive, and evidence-based approach to protecting brands.
- 1:00-2:00 **Lunch** *Sponsored by Red Points*

2:00-2:45

### IACC MarketSafe Expansion Program Information Session

Learn more about the IACC MarketSafe Expansion Program, our one of a kind collaboration with Alibaba. This free program offers both member and non-member rights-holders an array of benefits, including expedited submission and take-down procedures, Chinese language support, and access to a dedicated team of IACC and Alibaba personnel. Through the program, brands and their service provider representatives can build sustainable relationships with Alibaba to resolve complex issues, improve enforcement and combat online fakes more effectively.

2:45-4:00

### Online Intelligence to Actionable Offline Enforcement

In a world where there is no shortage of information and data, how do you disseminate what you know and turn it into actionable intelligence to combat counterfeiters in the physical world, in a format that assists law enforcement and customs to take action.

4:00-5:00

### Emerging Abuse Trends Online

From fake online reviews to fraudulent accounts, counterfeiters employ a variety of ways to dupe consumers into buying their products and exploit platform features and functions to evade detection. This panel explores how brands, social media, and marketplaces anticipate, identify, and address current and emerging abusive practices in the short and long term.

5:00-6:00

### Cocktail Reception *Sponsored by Amazon*

Join us for a fabulous and fun cocktail reception to wrap up the end of our first full session day! This event is open to all registered attendees.

6:00-7:00

### Board of Directors Meeting

*Board of Directors Only*

# AGENDA

## FRIDAY, MAY 17

*WiFi Sponsored by Yellow Brand Protection*

7:00-10:00

Registration

7:00-9:00

Breakfast & Exhibit Viewing *Sponsored by Pointer Brand Protection*

8:00-9:00

MSE Participants Session  
*\*Open to current participants only.*

7:00-9:00

Bloody Mary & Mimosa Bar  
*Provided by Thompson Coburn, LLP*

9:00-9:20

Featured Speaker

9:20-10:45

### Smarter, Not Harder ...

Whether a multinational or an SME, every brand faces the challenge of limited resources. Effectively leveraging new technologies can allow your brand protection team to work more efficiently and to cover more ground across the globe. This panel will examine how rights-holders have implemented new and emerging tech tools to do more with less, and to keep pace with counterfeiters' evolving tactics.

10:45-12:00

### Trending Worldwide

In today's fast-paced and increasingly globalized marketplace, brand protection teams are often faced with information overload. Thankfully, the US Patent & Trademark Office's IP attachés are here to help. Whether it's new legislation and regulations, evolving tactics and trends, or practical tips for navigating various international IP regimes, the USPTO's global network is able to cut through the clutter to provide an update on important developments around the world and why they matter to your company.

12:05

Closing Remarks