

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 21ST 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
Ballroom Foyer

9:30-12:30

Workshop Series: Success by Design
Atlantic 1

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

- Jay Kennedy, Assistant Professor, MSU
- Cynthia Merchant, Regional Security Manager – Latin America, Eli Lilly & Co.
- Jeff Mieseler, Head of Security, Dyson Americas

10:30-11:30 – Brand Protection Across the Enterprise

- Jeremy Wilson, Professor, MSU
- Tony Zook, Executive Director, Product Integrity, Merck
- Peggy Chaundry, Associate Professor, Villanova
- Michael DeStefano, Product Manager – Authentication, De La Rue

11:30-12:30 – Internal communication

- Jim Shore, Partner, Brand Integrity, Sideman & Bancroft
- John Carriero, Sr. Director of Brand Protection, Under Armour
- Cynthia Tregillis, Deputy General Counsel of Contracts, Products & Intellectual Property, Western Digital Corporation

12:30 -1:00

Boxed Lunch
Ballroom Foyer

12:30 -1:30

IACC-Amazon Program Participants Meeting
**Open to IACC-Amazon Program Participants ONLY*

1:00-2:00

Workshop: Data Analytics - Metrics, Modeling & Sharing *Atlantic 1*

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?

Chanterelle Sung, Director of Strategic Planning and Operations, **Pfizer**
Viresh Chana, Founder and CEO, **Ruvixx**
Morris Wilder, Senior Account Executive, **Yellow Brand Protection**

2:00-3:00

Roundtable Workshops

3:15-4:15

Atlantic 2 & 3

These roundtable sessions will provide attendees with an opportunity to develop relationships and discuss individual issues with representatives from e-commerce marketplaces and emerging platforms 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:

- Alibaba + Lazada
- Amazon
- DHgate
- eBay
- Facebook
- Mastercard
- Mercado Libre
- Visa
- Walmart
- Western Union

4:15-5:00

New & Prospective Member Orientation

Atlantic 1

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 and Update Session *Atlantic 1*

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.

Lara Miller, Counsel, Vice President – Corporate Strategy, **IACC**
Kaleigh Miller, Global Relations Manager, **Amazon**

5:30-7:30

Welcome Reception

Sponsored by De La Rue

Grand Ballroom, Salons E-H

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!

5:30-7:30

Homeland Security Cadet Program Auction

Silent auction items will be on display throughout lunch located in Salons E-H. Please refer to page 43 of the conference brochure for more information.

A G E N D A

THURSDAY, MAY 16

WiFi Sponsored by Yellow Brand Protection

7:00-5:00

Registration

Ballroom Foyer

7:00-9:00

Breakfast and Exhibit Viewing

Sponsored by MarkMonitor

Ballroom Foyer

8:00-9:00

Board of Directors Elections

Grand Ballroom, Salons A-D

IACC Member Rights-Holders Only

8:00-9:00

IACC MarketSafe Participants Session

**Open to current participants only.*

9:00-9:30

Opening Remarks

Grand Ballroom, Salons A-D

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

Grand Ballroom, Salons A-D

Derek Benner, Acting Deputy Director, U.S. Immigration and Customs Enforcement (ICE)

Vishal Amin, U.S. Intellectual Property Enforcement Coordinator (IPEC), Executive Office of the President

- 10:00-10:15** **IACC Awards & Recognition**
Grand Ballroom, Salons A-D
- 10:15-11:15** **Evolution of Brand Protection – Where it has Been, Where it is Going, Where it Needs to Go**
Grand Ballroom, Salons A-D
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.
Moderator: Travis Johnson, Vice President – Legislative Affairs, Senior Counsel, IACC
Speakers:
Sven Bergmann, Managing Partner, Venture Global
Lisa Deere, Brand Protection Manager, Eastern US & Canada, UL LLC
Lev Kubiak, Chief Security Officer, Pfizer
Frank Cullen, Vice President, Global Innovation Policy Center, U.S. Chamber of Commerce
- 11:15-11:45** **Networking Break and Exhibit Viewing** *Sponsored by AppDetex*
Ballroom Foyer
- 11:45-1:00** **Brand Protection as a Total Business Solution**
Grand Ballroom, Salons A-D
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.
Moderator: Jeremy Wilson, Professor, MSU
Speakers:
Jim Duggan, Vice President, Risk Management, Chief Security Officer, Coty, Inc.
Glenn Jones, Director, Global Anti-Counterfeit Program, HP Inc.
Rich Kaeser, Vice President, Global Brand Protection, Johnson & Johnson
Deejay Smith, Director, Global Brand Protection, LifeScan Global Corporation
- 1:00-2:00** **Lunch** *Sponsored by Red Points*
Grand Ballroom, Salons E-H & Atlantic 2-3

1:00-2:00

Homeland Security Cadet Program Auction

Silent auction items will be on display throughout lunch located in Salons E-H. Please refer to page 43 of the conference brochure for more information.

2:00-2:45

IACC MarketSafe Expansion Program Information Session

Grand Ballroom, Salons A-D

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.

Lara Miller, Counsel, Vice President – Corporate Strategy, IACC

Dion Tang, Program Manager, IACC

2:45-4:00

Online Intelligence to Actionable Offline Enforcement

Grand Ballroom, Salons A-D

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.

Moderator: Shelley Duggan, Director, Associate General Counsel & Global Brand Protection Leader, Procter & Gamble

Speakers:

Graham Clemence, Senior Director, Global IP Enforcement, Alibaba Group

Graham Mogg, Intelligence Coordinator, UK Anti-Counterfeiting Group (ACG)

Seth Kosto, Assistant U.S. Attorney, District of Massachusetts

Daniel Pearson, Strategic Intelligence Manager, FIU, Western Union

4:00-5:00

Emerging Abuse Trends Online

Grand Ballroom, Salons A-D

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.

Moderator: Lara Miller, Counsel, Vice President – Corporate Strategy, IACC

Speakers:

Dan McKinnon, Head of Global Brand Protection, New Balance

Céline Recourt, Legal Counsel, KAYAK / Open Table

Charles Wright, Associate General Counsel, Amazon

Steven Shapiro, Unit Chief, Federal Bureau of Investigation

5:00-6:00

Cocktail Reception *Sponsored by Amazon*

Grand Ballroom, Salons E-H

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

Brewster Boardroom

Board of Directors Only

AGENDA **FRIDAY, MAY 17**

WiFi Sponsored by Yellow Brand Protection

7:00-10:00

Registration

Ballroom Foyer

7:00-9:00

Breakfast & Exhibit Viewing *Sponsored by Pointer Brand Protection*

Ballroom Foyer

7:00-9:00

Bloody Mary & Mimosa Bar

Grand Ballroom Salons E-H Foyer

Provided by Thompson Coburn, LLP

8:00-9:00

MSE Participants Session

**Open to current participants only.*

9:00-9:20

Keynote Address

Grand Ballroom, Salons A-D

Steve Francis, Assistant Director, Homeland Security Investigations (HSI), Director, National Intellectual Property Rights Coordination Center

9:20-10:45

Smarter, Not Harder ...

Grand Ballroom, Salons A-D

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.

Moderator: Dawn Atlas, Vice President, Enforcement and Assistant General Counsel, Calvin Klein, Inc.

Speakers:

Travis Bachman, Senior Trademark Counsel, 3M

Paul Foley, Executive Vice President, Global Sales and Strategy, Vi3

Charles Hoskin, Regional Brand Protection Director, LVMH Asia Pacific

Daniel Shapiro, Global Strategic Partnerships, Red Points

10:45-12:00

Trending Worldwide

Grand Ballroom, Salons A-D

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.

Moderator: Dominic Keating, Director of the IP attaché program

Speakers:

Luciano Marchione – IP specialist for the European Union

Duncan Willson – IP attaché for China

Pete Mehravari – IP attaché for the Middle East and North Africa

Laura Hammel – IP attaché for Argentina, Brazil, French Guiana, Guyana, Paraguay, Suriname, Uruguay, and Venezuela

Komal Kalha – IP specialist for South Asia

12:05

Closing Remarks

Grand Ballroom, Salons A-D

Dawn Atlas, Vice President, Enforcement and Assistant General Counsel, Calvin Klein, Inc and IACC Chairperson