

IACC 2015 Fall Conference October 21 – 23, 2015 Denver Grand Hyatt – Denver, CO

Wednesday, October 21, 2015

8:00-5:00 – Registration – *Colorado Foyer*

9:30-10:30 & 11:00-12:00 – Roundtable Workshops: Experience Speaks Volumes – *Colorado Ballroom A*

These roundtables will present attendees a unique opportunity to discuss relevant issues with industry experts from various disciplines. 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 required. If you did not register to attend a session, you will not be able to participate.***

Roundtables Include:

Alibaba
eBay
iOffer
PayPal
Twitter

12:30-4:30 – Task Force Meetings (Boxed lunches will be available) *Sponsored by Otter Products, LLC*
Task Force Meetings are open to all registered attendees.

12:30-1:30 **Internet** – *Maroon Peak*

1:30-2:30 **Customs & Legislative** – *Mt. Columbia*

2:30-3:30 **Investigators** – *Maroon Peak*

3:30-4:30 **Product Security** – *Mt. Columbia*

4:30-5:00 – New Member Meeting – *Maroon Peak*

Candice Li- Uzoigwe – Vice President - Global Public Affairs & Membership

Travis Johnson – Vice President - Legislative Affairs, Senior Counsel

5:30-7:30 – Opening Reception – *Colorado Ballroom*

Mingle with your peers as we close out the day with our cocktail reception. This event is open to all attendees. Don't miss out on the opportunity to network and unwind from the day while enjoying the sights and sounds of Denver. Be sure to join your colleagues at this elegant reception!

Thursday, October 22, 2015

Wifi Sponsored by Gibney, Anthony & Flaherty LLP

7:00-5:00 – Registration – *Colorado Foyer*

7:00-9:00 – Breakfast and Exhibit Viewing – *Colorado Foyer Sponsored by Armstrong Teasdale*

9:00-9:15 – Opening Remarks: Bob Barchiesi, President, IACC – *Colorado Ballroom*

9:15-9:45 – Keynote: Daniel Marti, U.S. IP Enforcement Coordinator – *Colorado Ballroom*

9:45-11:00 – Taking the Civil or Criminal Route – Pros, Cons & Decisions – *Colorado Ballroom*

This panel will provide real world experience on the benefits of the criminal and/or civil sides of enforcement and how these worlds sometimes collide. Panelists will provide examples of how an effective partnership between brands and law enforcement can enhance the civil route. They will also offer suggestions on effective tools for law enforcement to combat counterfeiters. The presentations will explore how the link to terrorism is a valid threat and continues to be considered by brands when evaluating a prospective case.

Moderator: Kevin Read – Vice President, Edward R. Kirby & Associates

Rob Potter – Attorney, Kilpatrick, Townsend & Stockton

Lee McDivitt – Investigator, Counterfeit Taskforce, Mississippi Attorney General's Office

11:00-11:30 – Networking Break & Exhibit Viewing – *Colorado Foyer Sponsored by MarkMonitor*

11:30-12:30 – Cradle to Grave: Looking at the Lifetime of a Product – *Colorado Ballroom*

Foreign or offsite manufacturing has exposed companies to physical product and digital leaks. For most brands, the need to protect valuable IP, unreleased product and trade secrets -- such as CAD images, drawings and designs -- are not only a priority and a contractual necessity, but imperative for the survival of a company. This panel will explore protecting IP throughout a products life cycle, including product development, manufacturing, distribution and end of life.

Moderator: Kevin McPherson – Director of Brand Protection, Otter Products, LLC

Jim Duggan – Vice President Risk Management, Chief Security Officer, Coty Inc.

Andrew Love – Head of Brand Security, Global Investigations and Legal Enforcement, Specialized Bicycle Components

Amy Ziegler – Shareholder, Greer Burns & Crain, Ltd.

12:30-1:30 – Lunch – *Crystal Peak Ballroom (38th Floor)*

1:30-2:30 – NAM Sandwich: The Bread & Butter of Seizing Products and Third Party Liability– *Colorado Ballroom*

While counterfeiting and brand protection issues are a global problem, for many brand owners, the US is a particularly high risk market. Threat monitoring confirms that illicit products are readily accessible to US consumers. This panel will discuss effective threat mitigation actions associated with the importation of illicit products, including law enforcement engagement, product seizures, and third-party liability.

Moderator: Tony Zook – Director of Product Integrity, Merck & Co.

Samuel Watkins – Partner, Thompson Coburn

David Lipkus – Partner, Kestenberg Siegal Lipkus LLP

Kris Buckner – President, Investigative Consultants

2:30-3:30 – Stirring the Pot: Facing Obstacles & Exploring Creative Ways of Enforcing Your Mark – *Colorado Ballroom*

What better location to discuss the problems with trademarks related to marijuana when its use is still illegal under the federal laws than in Denver, Colorado? This panel is part Constitutional law, part trademark law, and part criminal law. It will discuss offshoots of the marijuana industry and analyze what can be protected and what cannot. While such an analysis and exploration will be the focus of this panel, we will also discuss and explore creative and non-traditional ways to enforce trademarks when federal registrations are not available, i.e. through state laws, the common law and touch on the usefulness (or lack thereof) of patents and copyrights.

Moderator: Robb Beckerlegge – Partner, BakerHostetler

Viva Moffat – Associate Dean, University of Denver, Sturm College of Law

Miriam Trudell – Shareholder, Sheridan Ross P.C.

Chuck Smith – COO/CFO, Dixie Elixirs

Sam Kamin - Vicente Sederberg Professor of Marijuana Law and Policy, University of Denver Sturm College of Law

3:30-4:30 – Brand Protection in the Internet Age: Combating Cybersecurity Threats to IP – *Colorado Ballroom*

The growing dominance of Internet-based commerce has created incredible opportunities for businesses to spread around the globe. This has also exposed industries to new cyber-based threats that target their intellectual property and consumer base. This panel will explore the cybersecurity threats facing brands today and what they should do to ensure the protection of their trade secrets, customer information, and reputations in the marketplace.

Moderator: Melissa Kriz – Senior Counsel - Content Protection, Fox Entertainment Group, 21st Century Fox

Jeff Tsai – Partner, Alston & Bird LLP

Jason Calhoun – Project Manager, National Cyber-Forensics & Training Alliance (NCFTA)

Roland Pamm – Director, Brand Protection Center, DuPont

Michele Korver – Assistant U.S. Attorney for the District of Colorado

4:30-5:00 – Mike Zaneis, President and CEO, Trustworthy Accountability Group (TAG) – *Colorado Ballroom*

5:00-6:30 – Board of Directors Meeting – Board of Directors Only – *Crystal Peak*

Friday, October 23, 2015

Wifi Sponsored by Gibney, Anthony & Flaherty LLP

7:00-10:30 – Registration – *Colorado Foyer*

7:00-9:00 – Breakfast and Exhibit Viewing – *Colorado Foyer* *Sponsored by Husch Blackwell LLP*

9:00-9:30 – Keynote: John Walsh, U.S. Attorney, District of Colorado, U.S. Department of Justice – *Colorado Ballroom*

9:30-10:30 – Key Developments on IP Enforcement and Policy in Asia – *Colorado Ballroom*

Greater economic integration in the ASEAN countries, continuing counterfeiting and piracy challenges in China, and the Trans-Pacific Partnership (TPP) will impact IP protection in Asia in the years to come. This panel will examine economic, policy and enforcement trends that brand owners and practitioners should monitor. Panelists will also provide tips on how to manage IP protection programs in Asia from abroad.

Moderator: Jason Yao – Senior Partner, Wan Hui Da Law Firm

Jenny Blank – Attorney-Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark office (USPTO)

Wayne Mack – Partner, Duane Morris LLP

Candice Li-Uzoigwe – Vice President, Global Public Affairs & Membership, IACC

10:30-11:45 – IP Enforcement Challenges in Latin America – *Colorado Ballroom*

Latin American Countries are undergoing deep changes. Countries are leaving behind the condition of importers of counterfeit products to become producers or exporters. Current economic and politic situations are increasing informal markets, directly connected to the trade of illegal products. Consequently, the dynamic and interaction between law firms and brand owners must change quickly. This panel will explore the best practices from both parties with the main goal of building up the best anti-counterfeiting program.

Moderator: Jose Henrique Werner – Partner, Dannemann, Siemsen, Bigler & Ipanema Moreira

Heike Bhonsle – Brand Protection Director, Global IP, Crocs

Lisa Deere – Senior Brand Enforcement Manager, Conair Corporation

Mauro Marin – Partner, Cikato Lawyers

11:45-12:00– Closing Remarks – *Colorado Ballroom*

Kevin McPherson – Director of Brand Protection, Otter Products, LLC

Jeni Zuercher – Senior Brand Protection Manager, adidas Group