

AGENDA

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IACC

INTERNATIONAL ANTI-COUNTERFEITING COALITION

**THE
IACC
2017
ANNUAL
FALL
CONFERENCE**

**IP Enforcement in
the 21st Century**

OCTOBER 18-20

MARINA DEL REY, CALIFORNIA

AGENDA

Conference Co-Chairs:
Cynthia Tregillis, Western Digital Corporation
Samuel Watkins, Thompson Coburn
Daniel Bennett, Yellow Brand Protection

Wednesday, October 18

- 9:00-5:00 **Check-in / Registration – *Ballroom Foyer***
- 10:00-11:00 **Product Security Task Force Meeting – *The Plaza***
- 11:00-12:00 **Latin America Task Force & Advisory Group Meeting – *The Plaza***
- 12:00 -12:30 **Boxed Lunch – *Ballroom Foyer***
- 12:30-2:00 **Workshop: Valuing the Brand Protection Function – *The Ritz Carlton Ballroom, Salon 2***
One of the greatest challenges brand owners face is demonstrating and measuring the value of their brand protection program. This highly interactive session will feature ongoing research by Michigan State University on metrics used across industries to assess the value and return on investment for brand protection activities. From brand and product security perspectives, panelists will respond to the research and discuss their experience and thoughts about the challenges, needs, successes, and opportunities associated with measuring, and increasing the value of, brand protection. The panel will conclude with a guided yet organic discussion including panelists and participants. **This workshop is available to all registered attendees – no registration required.*
Moderator:
Jim Shore, Partner, Sideman and Bancroft
Panelists:
Jim Duggan, Vice President Risk Management, Chief Security Officer, Coty, Inc.
Bonnie MacNaughton, Partner, Davis Wright Tremaine, LLP
Jeremy Wilson, Director & Professor, Michigan State University
Dawn Sgarlata, Marketing Director, Graphic Security Systems Corporation
- 2:00-3:00 **Roundtables – Dialogue with Intermediaries – *The Ritz-Carlton Ballroom, Salon 3***
- 3:00-4:00 These roundtable sessions will provide attendees with an opportunity to

develop relationships and discuss individual issues with representatives from payment processors, 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.

****Roundtables open to registered attendees only***

Roundtable Hosts:

MasterCard

PayPal

Visa

eBay

TenCent/WeChat

4:30-5:30 **New & Prospective Member Orientation – *The Plaza***

5:30-7:30 **Welcome Reception – *Upper Pool Terrace***

Mingle with your peers as we close out the day with our cocktail 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 the sights and sounds of Marina del Rey. Be sure to join your colleagues at this elegant reception!

Thursday, October 19

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

7:00-9:00 **Breakfast and Exhibit Viewing – *Ballroom Foyer***

9:00-9:30 **Opening Remarks and Keynote Address – *The Ritz-Carlton Ballroom, Salon 1&2***

9:30-11:00 **Emerging Online Platforms Around the World: The Latest Risks to Rights Holders – *The Ritz-Carlton Ballroom, Salon 1&2***

While most brands are focused on tackling counterfeiting and IP abuse on the largest online platforms such as Alibaba, Amazon and Facebook, a tranche of newer threats have emerged - platforms like WeChat, Lazada, Tokopedia, Bukalapak, C-Discount, and even Wal-Mart and Newegg. This

interactive and informative panel will discuss the issues we face and offer ways to mitigate risks on these newer platforms.

Moderator:

Cynthia Tregillis, Vice President, Global Brand Protection & Trademarks, Western Digital Corporation

Panelists:

Erin Lewis, Manager- Global IP Protection, PwC

Katie Feng, Partner, Hogan Lovells

Dimitri Karnezis, Associate General Counsel, Brand Protection, Western Digital Corporation

Zihan Liu, Asia Director, Yellow Brand Protection

11:00-11:30

Networking Break and Exhibit Viewing – *Ballroom Foyer*

11:30-1:00

“Not Like It Was In The Old Days ...”: How the Law Has (and Hasn’t) Kept Pace With Changing Technology – *The Ritz-Carlton Ballroom, Salon 1&2*

Federal statutes related to trademark protection and enforcement have remained largely unchanged for many years, and the last major overhaul of copyright law in the U.S. took place nearly 20 years ago. The digital revolution that has taken place over that same period has left courts to apply often decades-old legal rules to new technologies and new circumstances that were never contemplated when those laws were first enacted. Our panel of experts will examine the current enforcement landscape with an eye toward how we got here, and where we may be headed – both in courtrooms and in legislative bodies.

Moderator:

Travis Johnson, Vice President-Legislative Affairs, Senior Counsel, IACC

Panelists:

Marcus Cohen, Vice President, Anti-Piracy Investigations & Enforcement, Recording Industry Association of America (RIAA)

Mark Schonfeld, Partner, Burns & Levinson LLP

John Ulin, Partner, Arnold & Porter LLP

Kasie Brill, Senior Director of Brand Protection, U.S. Chamber of Commerce

1:00-2:00

Lunch – *The Ritz-Carlton Ballroom, Salon 3*

2:00-3:15

Buyer Beware: Strategies for Effective Public Awareness and Consumer Education Campaigns – *The Ritz-Carlton Ballroom, Salon 1&2*

It's often said that, "Wherever there is a market, a seller will appear to fill it." This panel looks at the consumer side of the anti-counterfeiting equation. How can brands educate consumers so that they can avoid unwittingly buying fakes? And how can brands discourage those who actively seek them out? Attendees will learn effective strategies and messaging for engaging with their customers and potential customers on- and offline.

Moderator:

Daniel Bennett, CEO, Yellow Brand Protection

Panelists:

Robert Copyak, Chief, IPR Policy Branch, Office of Trade, U.S. Customs and Border Protection

Emily Cota, Jr. Paralegal, Deckers Brands

3:15 – 4:30

Too Close to Home – Domestic Manufacturing, Finishing, and Distribution Case Study – *The Ritz-Carlton Ballroom, Salon 1&2*

While brands and law enforcement often focus their attention on threats from abroad, counterfeiters may be setting up shop in your own backyard. Attendees will learn from the first-hand experience of the investigators, brands, and prosecutors who worked together to take down the first large-scale counterfeit health care products manufacturing, finishing, and distribution operation seen on U.S. soil.

Panelists:

James Ricaurte, President/Owner, Allegiance Protection Group

DeeJay Smith, Group Brand Protection Manager, Procter & Gamble

Brian Donnelly, Director, Global Security, Pfizer Inc.

Andrew Weiss, First Deputy Inspector General, NYC Department of Investigation, NYC Health + Hospitals Office of the Inspector General

4:30-5:00

IACC MarketSafe Expansion Program Information Session – *Ballroom Terrace *All attendees welcome*

4:30-6:30 **Board of Directors Meeting – *The Plaza***
Board of Directors Only

Friday, October 20

7:00 – 10:00 **Registration – *Ballroom Foyer***

7:00 – 9:00 **Breakfast and Exhibit Viewing – *Ballroom Foyer***

9:00-10:30 **Cross Border IP Investigations: Complexities, Costs, and Risks –
*The Ritz-Carlton Ballroom, Salon 1&2***

Many Organizations understand that their products are potentially being counterfeited or diverted by networks that may include a chain of both domestic and international actors. The problem is identifying the counterfeit manufacturers, finding the products, pinpointing the subjects, and dealing with market entry issues when appropriate. This panel will examine various case studies involving best practices and successful investigative practices.

Moderator:

Sam Watkins, Partner, Thompson & Coburn LLP

Panelists:

Brian Cairl, Senior Managing Director, K2 Intelligence, LLC

Geoffrey Potter, Partner, Patterson Belknap Webb & Tyler LLP

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

10:30-12:00 **LA(W) & Order: A View from the Frontlines of Anti-
Counterfeiting in one of America’s Largest Cities – *The Ritz-Carlton
Ballroom, Salon 1&2***

As home to some of the busiest ocean and air cargo ports in the world, and one of the largest consumer markets in the United States, law enforcement agencies in the Los Angeles Metro region face a monumental

task of keeping counterfeits out the country, and off of store shelves. Panelists from the LA Task Force on Piracy and Counterfeiting will discuss the challenges they face, and how their agencies work together and with rights-holders to meet that challenge.

Moderator:

Kris Bucker, President, Investigative Consultants

Panelists:

Rick Ishitani, Detective Supervisor, Los Angeles Police Department (LAPD)

Sue O'Brien, Acting Supervisory Special Agent, Federal Bureau of Investigation (FBI)

Gregory Manack, Supervisory Special Agent, Homeland Security Investigations (HSI)

Angel Villagrana, Officer, U.S. Customs & Border Protection (CBP)

12:05

Closing Remarks – *The Ritz-Carlton Ballroom, Salon 1&2*