



DRAFT SCHEDULE

MAY 15, 2024 - Wednesday

9:00am – 6:00pm	Registration and Badge Pick Up - <i>Ballroom Foyer</i> (*NOTE: Badge required for Welcome Reception at 5:30pm. Please pick up your badge <i>before</i> 6:00pm.)
10:00am – 11:00am	SME Task Force Meeting (By Invitation Only)
10:00am – 11:00am	IACC LatAm Working Group Meeting (Open to All) – <i>Juniper</i>
11:00am – 12:00pm	First Time Attendee and New Member Mixer (By Invitation - RSVP Required)
12:00pm – 1:00pm	Build and Protect Your Brand with Amazon - <i>Violet/Wisteria</i> (This workshop is intended for small and medium-sized enterprises (SMEs) but is open to all. <i>Boxed lunch will be provided.</i>) SMEs will hear from Amazon’s Brand Protection and Strategic Partnerships (BPSP) team and Small Business Partnerships team about how entrepreneurs can use Amazon's brand building and IP protection tools to boost their sales and reputation. The IACC-Amazon Program Director will also discuss how the IACC’s partnership with Amazon complements the store’s brand protection efforts and resources.
12:00pm – 1:00pm	Resource Optimization for Anti-Counterfeiting: Assessing and Forecasting Workload, Staffing, and Investment – <i>Juniper</i> (Open to All. <i>Boxed lunch will be provided.</i>) This workshop will introduce and explain important concepts of allocation modeling, an evidence-based, systematic approach to



Conference Agenda for Wednesday, May 15, 2024 (cont'd)

determining the amount of workload and required number of staff to effectively run any given program. The workshop will illustrate how it can be applied in the context of anti-counterfeiting. Participants will learn fundamentals of allocation modeling that will enable them to assess their anti-counterfeiting program to maximize efficiency and ROI. This methodology is applicable to all organizations, including brands, law enforcement, and others.

Workshop led by Jeremy Wilson, Professor of Criminal Justice and Director of the Police Staffing Observatory, Michigan State University

12:00pm – 5:00pm

Exhibit Booths Open - *Acacia and Juniper Foyer*
Networking Lounge Open - *Acacia Ballroom V*

1:00pm – 5:00pm

Concurrent Breakout Sessions

1:00pm – 2:15pm

SESSION A - *Juniper*

LatAm Focus: Navigating Court Requirements for Third Party Expertise Reports in Certifying Counterfeits

Moderator: Aaron Aguilar, Brand Protection Manager - Americas, *Under Armour*

Speakers:

- Diana Martinez, Of Counsel, *AROCHI & LINDNER MÉXICO*
- Diego Gomez, Counsel, *Supreme*
- Charisma Hampton, Attorney Advisor, *U.S. Patent & Trademark Office (USPTO)*

SESSION B - *Violet/Wisteria*

Enforcing Marks in Unique Licensing Situations

Moderator: Paul May, Vice President, *USAopoly*

Speakers:

- Gabriela Baeza-Stout, Senior Associate, *Armstrong Teasdale*
- Erin Karp, Senior Paralegal, *Dr. Seuss Enterprises, L.P.*
- Kristen Kozlowski, Manager, Brand Protection, *New Era Cap*
- Kimberly Kociencki, CEO, *Society of Product Licensors Committed to Product Excellence (SPLICE)*

2:30pm - 3:45pm

SESSION A - *Juniper*

Compliance as a Proactive Measure to Minimize Risk

Moderator: Donna Schmitt, Partner, *Armstrong Teasdale*

Speakers:

- Samantha Hand, Sr. Director Healthcare Compliance, *Johnson & Johnson*
- Mike Dunn, President, *Octane5*
- Newton Viera, Brand Protection Director - Americas, *Nike*

SESSION B - *Violet/Wisteria*

The Goods are Seized, Now What?

Moderator: Mike Walsh, Vice President, *IACC*

Speakers:

- James Ricaurte, President, *Allegiance Protection Group*
- Adriana Barrera, Managing Partner, *BARLAW-Barrera & Asociados*
- Adward Yudin, Director of Development for the EU/US, *BrandMonitor*
- Jason Petri, Task Force Officer, *U.S. Homeland Security Investigations*

SESSION C - *Acacia Ballroom III, IV*

Workshop Roundtable Dialogues

These roundtables are small group dialogues with representatives from e-commerce platforms, payment providers and government agencies. Due to limited seating, attendees must sign up and receive a table assignment from IACC in order to attend the roundtables.

Hosts:

- | | |
|---|--|
| 1. Alibaba | 9. Shopee |
| 2. Amazon | 10. Temu |
| 3. Amazon Counterfeit Crimes Unit (CCU) | 11. Tencent |
| 4. Bukalapak | 12. USPTO IP Attaches (Covering EU and Brazil) |
| 5. eBay | 13. USPTO IP Attaches (Covering India and China) |
| 6. MasterCard | 14. Visa |
| 7. Mercado Libre | 15. Walmart |
| 8. Meta/Facebook | |

4:00pm - 5:15pm

SESSION A - *Juniper*

Building Brand Protection Partners Internally and Externally

Moderator: Taira Bell, VP, Global Brand Protection, *Johnson & Johnson*

Speakers:

- Wael Adhami, Senior Director, Global Brand Protection, *Johnson & Johnson*
- DJ Smith, Head of Global Brand Protection, *LifeScan*
- Morgan McPherson, Attorney-Advisor, Intellectual Property Enforcement Branch, *U.S. Customs Border Protection*
- Peter Fowler, Senior Counsel for Enforcement, *U.S. Patent & Trademark Office (USPTO)*

SESSION B - *Violet/Wisteria*

Strategies for Effective Online Enforcement

Moderator: Marc Miller, Senior Vice President, *IACC*

Speakers:

- Andres Diaz, Managing Partner, *AIT Enforcement*
- Diego Cervieri, Partner, *Cervieri Monsuarez*
- Laetitia Jouhaud, Brand Protection Manager, *GoPro, Inc.*

SESSION C - *Acacia Ballroom III, IV*

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| 8. Meta/Facebook | |
| 9. Shopee | |

5:30pm – 7:30pm

Welcome Reception (Sponsored by Amazon) - *Lyonia Lawn*



MAY 16, 2024 - Thursday

8:00am – 5:30pm	Registration / Badge Pick Up - <i>Ballroom Foyer</i> Exhibit Booths Open - <i>Acacia and Juniper Foyer</i>
8:00am – 9:00am	Networking Breakfast - <i>Acacia Foyer</i>
8:00am – 9:00am	IACC Board of Directors Elections (Ballot submissions at Registration)
8:00am – 9:00am	Personal Care & Medical Devices (PCMD) Task Force Meeting (Task Force Members only)
8:30am - 9:00am	Conference Opening: A Showing of “Super-Fakes: The Shadow World of Counterfeit Purses” - <i>Acacia Ballroom I-II</i> This IMPACT x Nightline program presents a captivating and informative piece on the demand, supply and consumer perception of luxury goods. IACC Senior Vice President Marc Miller participated in the program by providing expert industry insight, highlighting online counterfeiting challenges and trends experienced by rights-holders around the world. The program was released on April 18, 2024 and was produced by ABC News. <i>Attendees may continue to enjoy their breakfast during the showing.</i>
9:00am – 9:30am	Keynote Remarks - <i>Acacia Ballroom I-II</i> <ul style="list-style-type: none">• Bob Barchiesi, President, IACC• Lieutenant General Bruno Buratti, Inspector General for <i>Educational and High-Training, Institutes of the Guardia di Finanza</i>
9:30am - 10:15am	IP Enforcement in One of the Busiest US Ports - A Fireside Chat with Salvatore Ingrassia, Port Director, New York JFK Airport - <i>Acacia Ballroom I-II</i> Moderator: Angelo Mazza, Partner, <i>Gibney, Anthony, & Flaherty</i> Mr. Ingrassia will discuss IP Enforcement in a commercial environment like JFK including the special challenges and how the rights-holders can work with CBP to address issues like de minimis shipments and create more effective enforcement opportunities.
10:15am – 11:15am	Panel 1: A View from the Top – Law Enforcement Leadership on the State of IP Enforcement - <i>Acacia Ballroom I-II</i> Leadership from law enforcement agencies in the United States and around the world share their perspectives on IP enforcement and



Conference Agenda for May 16, 2024 (cont'd)

consumer protection, including their agencies' priorities, strategic vision, and practical advice for effective collaboration with stakeholders.

Moderator: Michael Ball, Deputy Director, *U.S. National Intellectual Property Rights Coordination Center*

Speakers:

- Andrew Masterson, Detective Inspector, Police Intellectual Property Crime Unit (PIPCU), *City of London Police*
- Francesco Mazza, Lieutenant Colonel, *Guardia di Finanza of Italy*
- Victor Barrett, Deputy Superintendent, *Jamaica Constabulary Force*
- Alaina Van Horn, Chief, Intellectual Property Enforcement Branch, *U.S. Customs & Border Protection (CBP)*

11:15am – 11:45am

Networking Break - *Acacia Foyer*
Sponsored by CSC

11:45am – 12:45pm

Panel 2: Making the Case - Elements of a Successful IP Prosecution - *Acacia Ballroom I-II*

Experts in building and preparing cases for prosecution share advice on establishing criminal cases, from investigation, through trial and sentencing, including prosecution strategies and making the case for meaningful and deterrent penalties. Speakers will also contrast prosecuting cases across countries and different legal systems.

Moderator – Kendra Ervin, Deputy Chief for Intellectual Property, Computer Crime & Intellectual Property Section, *U.S. Department of Justice*

Speakers:

- Thomas Dougherty, Senior Counsel, Computer Crime & Intellectual Property Section, *U.S. Department of Justice*
- Fabiano Oliveira, Prosecutor, *Public Prosecutor's Office of Rio de Janeiro State, Brazil*
- Diogo Erthal, Public Prosecutor, *Public Prosecutor's Office of Rio de Janeiro State, Brazil*

1:00pm – 2:15pm

Networking Lunch - *Jacaranda Ballroom*

1:00pm – 2:15pm

Lunch Workshop - *Juniper*

Open to All

Brand Protection Update: What's Changed (or Hasn't) with Alibaba's Online Enforcement

At this lunch workshop, Alibaba will discuss new and continuing brand enforcement tools and policies resulting from recent company changes within the Alibaba Group.

2:30pm – 5:30pm

Concurrent Sessions

2:30pm - 3:45pm

SESSION A - *Acacia Ballroom I-II*

LatAm Focus: Case Studies in Multi-Jurisdictional Enforcement of IP Crime in Latin America

Moderator: Cesar Schiaffino Davison, Passenger and Cargo Border Team (PCBT), *United Nations Office on Drugs and Crime (UNODC)*

Speakers:

- Axel Hein, Managing Director, *ApiraSol GmbH*
- Julie Mejia, Brand Protection Latin America Director, *Procter and Gamble*

SESSION B - *Juniper*

Border and Market Enforcement in Sub-Saharan Africa

Moderator: Jennie Martel, Chief of Global Brand Protection, *Colgate-Palmolive Company*

Speakers:

- Godfrey Budeli, Partner, *Adams & Adams*
- Ahmad Barasneh, Partner, *Barasneh Intellectual Property*
- Owen McIntyre, Director, *ChaseWaterford*
- Khadija Ngasongwa - Director of Anti-Counterfeits, *Fair Competition Commission, Tanzania*

4:00pm - 5:15pm

SESSION A - *Acacia Ballroom I-II*

Taking the Civil or Criminal Route – Here's How to Decide

Moderator: Travis Johnson, Vice President, *IACC*



Conference Agenda for May 16, 2024 (cont'd)

Speakers:

- Spring Chang, Founding Partner, *Chang Tsi & Partners*
- Emma Warbey, Detective Chief Inspector, Police Intellectual Property Crime Unit (PIPCU), *City of London Police*
- Peter Colosi, Senior Counsel, *Gilead Sciences, Inc.*
- John Zacharia, Founder, *Zacharia Law PLLC*

SESSION B - *Juniper*

Responsible Disposal of Seized Counterfeit Goods

Moderator: Jennie Martel, Chief of Global Brand Protection, *Colgate-Palmolive Company*

- Godfrey Budeli, Partner, *Adams & Adams*
- Virginia Cervieri, Lawyer / Senior Partner, *Cervieri Monsuárez*
- Tomas Elemans, Sr. Brand Protection Manager, *PVH*
- Kiyoshi Tsuru, Founding Partner, *TMI Abogados*

5:30pm – 6:30pm

IACC Board of Directors Meeting - *Jacaranda Ballroom C*



MAY 17, 2024 - Friday

8:00am – 12:00pm	Registration / Badge Pick Up - <i>Ballroom Foyer</i> Exhibit Booths Open - <i>Acacia and Juniper Foyer</i>
8:00am – 9:00am	Networking Breakfast - <i>Acacia Foyer</i>
9:00am – 9:45am	Keynote Remarks - <i>Acacia Ballroom I-II</i> <ul style="list-style-type: none">• Dawn Atlas, IACC Chairperson and Vice President, Enforcement Assistant General Counsel, <i>Calvin Klein</i>• Raymond Tierney, District Attorney, <i>New York Suffolk County District Attorney's Office</i>• Army Ferreira, Judge, <i>Constitutional Court of the Dominican Republic</i>
9:45am - 10:00am	MOU Signing - IACC and the Quality Brands Protection Committee (QBPC) - <i>Acacia Ballroom I-II</i> Presentation by: Michael Ding, Chair, QBPC
10:00am – 11:00am	Panel 3: Brand Protection across Borders: A Conversation with E-Commerce Platforms - <i>Acacia Ballroom I-II</i> This session will explore how online platforms' brand protection programs function across the global landscape, the challenges involved in enforcing trademarks across multiple jurisdictions, and how diverse legal and regulatory frameworks impact IP enforcement. Moderator: Zach Toczynski, Senior Director, Global Brand Protection, <i>Levi Strauss & Co.</i> Speakers: <ul style="list-style-type: none">• Evan Williams, Senior Director, Global IP Enforcement, <i>Alibaba Inc.</i>• Rain Ni, Senior Corporate Counsel, <i>Amazon Counterfeit Crimes Unit</i>• Brittany Shaw, North America Leader of Brand Protection Strategic Partnerships, <i>Amazon</i>• Guadalupe García Crespo, Brand Protection Manager, <i>Mercado Libre</i>
11:15am – 12:15pm	Panel 4: New Technologies, New Threats, New Opportunities: AI and Brand Protection - <i>Acacia Ballroom I-II</i> This session will gather speakers from various organizations to discuss how AI has impacted counterfeiting and piracy challenges and how AI is being used to facilitate the detection and enforcement of IP infringement. Moderator: Maja Szumarska, Partner, <i>Gibney, Anthony & Flaherty LLP</i> Speakers:



Conference Agenda for Friday, May 17, 2024

- Saleem Alhabash, Associate Director of Research, Center for Anti-Counterfeiting and Product Protection (A-CAPP), *Michigan State University*
- Daniel Shapiro, Senior Vice President, Strategic Partnerships and Brand Relationships, *Red Points*
- Rick Farnell, CEO, *Tracer*

12:30pm

Closing and Conference End - *Acacia Ballroom I-II*