# DRAFT SCHEDULE

## MAY 15, 2024 - Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9:00am – 6:00pm</td>
<td><strong>Registration and Badge Pick Up</strong> (*NOTE: Badge required for Welcome Reception at 5:30pm. Please pick up your badge <em>before</em> 6:00pm.)</td>
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<tr>
<td>11:00am – 12:00pm</td>
<td><strong>First Time Attendee and New Member Mixer</strong> (By Invitation Only; RSVP required)</td>
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| 12:00pm – 1:00pm | **Pre-Conference Workshop - Resource Optimization for Anti-Counterfeiting: Assessing and Forecasting Workload, Staffing, and Investment – Open to All**  
This workshop will introduce and explain important concepts of allocation modeling, an evidence-based, systematic approach to 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. |
| 12:00pm – 5:00pm | **Exhibitor and Networking Lounge Open**                                                                                                                                                                               |
| 1:00pm – 5:00pm | **Concurrent Breakout Sessions**                                                                                                                                                                                       |
1:00pm – 2:15pm  
**Session A**  
LatAm Focus: Navigating Court Requirements for Third Party Expertise Reports in Certifying Counterfeits

**Session B**  
Enforcing Marks in Unique Licensing Situations

2:30pm – 3:45pm  
**Session A**  
Compliance as a Proactive Measure to Minimize Risk

**Session B**  
The Goods are Seized, Now What?

**Session C**  
Roundtable Dialogues with Intermediaries  
*Confirmed Hosts: Alibaba, Amazon, Bukalapak, eBay, Meta/Facebook, Tencent, Walmart*

Due to space limitations, sign-up is required. Sign-up will open in mid-March.

4:00pm – 5:15pm  
**Session A**  
Building Brand Protection Partners Internally and Externally

**Session B**  
Strategies for Effective Online Enforcement

**Session C**  
Roundtable Dialogues with Intermediaries  
*Confirmed Hosts: Alibaba, Amazon, Bukalapak, eBay, Meta/Facebook, Tencent, Walmart*

Due to space limitations, sign-up is required. Sign-up will open in mid-March.

5:30pm – 7:30pm  
Welcome Reception  
*Sponsored by: Amazon*
May 16, 2024 - Thursday

8:00am – 5:30pm Registration / Badge Pick Up

8:00am – 9:00am Networking Breakfast and Exhibit Viewing

8:00am – 9:00am Elections (Ballot submissions at Registration Desk)

9:00am – 10:00am Welcome and Keynote Remarks

10:15am – 11:15am Panel 1: A View from the Top – Law Enforcement Leadership on the State of IP Enforcement
Leadership from law enforcement agencies in the United States and around the world share their perspectives on IP enforcement and consumer protection, including their agencies’ priorities, strategic vision, and practical advice for effective collaboration with stakeholders.

11:15am – 11:45am Networking Break

11:45am – 12:45am Panel 2: Making the Case - Elements of a Successful IP Prosecution
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.

1:00pm – 2:15pm Lunch

2:30pm – 5:30pm Concurrent Sessions

2:30pm – 3:45pm Session A
LatAm Focus: Case Studies in Multi-Jurisdictional Enforcement of IP Crime in Latin America

Session B
Border and Market Enforcement in Sub-Saharan Africa
4:00pm – 5:15pm
Session A
Responsible Disposal of Seized Counterfeit Goods

Session B
Taking the Civil or Criminal Route – Here’s How to Decide

5:30pm – 6:30pm
IACC Board of Directors Meeting

May 17, 2024 – Friday

8:00am – 12:00pm
Registration / Badge Pick Up

8:00am – 9:30am
Networking Breakfast and Exhibit Viewing

10:00am – 11:00am
Panel 3: Brand Protection across Borders: A Conversation with E-Commerce Platforms
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.

11:15am – 12:15pm
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.

12:30pm
Closing and Conference End