



**APRIL 27-29, 2022
WASHINGTON, DC**

CONFERENCE AGENDA - DRAFT

APRIL 27 - WEDNESDAY

8:00am – 6:00pm	Registration
8:00am – 9:00am	Networking Breakfast and Exhibit Viewing
9:00am – 10:00am	Conference Opening and Keynotes
10:00am – 11:15am	General Session Panel 1: The Evolution of Brand Protection – Where do we go from here? Like most aspects of life and business, the brand protection field was significantly impacted by the COVID-19 pandemic. Changes in customer shopping behavior, manufacturing restrictions, supply chain disruptions, internal budgets and human resources reductions, travel limitations, among other factors necessitated significant modifications to brand protection processes and structures. Speakers from government, brands, service providers and platforms will share their experiences in how they adapted to the pandemic, with an emphasis on what aspects will endure beyond the pandemic and how the brand protection community can prepare for the future.
11:15am – 11:45am	Networking Break
12:00pm – 1:00pm	General Session Panel 2: Developments in Latin America This panel kicks off the conference’s Latin America track with a practical overview of the brand protection and counterfeiting landscape in Latin America while highlighting key issues, challenges and potential solutions to brand protection issues in the region. More in-depth discussion of those issues will follow in the workshops.
1:00pm – 2:00pm	Lunch and Exhibit Viewing



2:15pm – 5:45pm

Concurrent Workshops

Workshop sessions focus on practical, operational discussions and networking.

Concurrent Workshops	
2:15pm - 3:15pm	<p>BPE Track Workshop Maximizing Brand Protection Actions with the National IPR Coordination Center (IPR Center)</p> <p>SME Track Workshop Brand Protection for SMEs – Overview</p> <p>LatAm Track Workshop A Regional Focus on the Practical Impact of COVID-19 on Brand Protection</p>
3:30pm – 4:30pm	<p>Online Track Workshop Role of Social Media in Counterfeiting and Other Illicit Activities</p> <p>BPE Track Workshop You Seized the Goods, Now What?</p> <p>Online Track Roundtables – Requires Pre-Conference Sign-Up Workshop Roundtables with Intermediaries</p>
4:45pm – 5:45pm	<p>Online Track Workshop Our Learnings, Your New Tools – Practical Insights from the IACC MarketSafe Program</p> <p>Online Track Roundtables – Requires Pre-Conference Sign-Up Workshop Roundtables with Intermediaries</p> <p>BPE Track Workshop Using Intel Intelligently</p>

5:45pm – 7:45pm

Welcome Reception



APRIL 28 - THURSDAY

8:00am – 5:00pm	Registration
8:00am – 9:30am	Networking Breakfast and Exhibit Viewing
9:30am – 10:00am	Keynote Remarks
10:00am – 11:00am	<p>General Session Panel 3: Special RogueBlock 10-Year Anniversary Session: Fireside Chat with Payment Providers In this RogueBlock Anniversary session, program founders, IACC experts, and other speakers will share insights into the evolution of counterfeiters’ evasive techniques as they relate to payment methods in online commerce, lessons learned, impact of the program, and where we go from here.</p>
11:00am – 11:30am	Country Feature Presentations
11:30am – 12:30pm	<p>General Session Panel 4: The Future of Online Enforcement – Getting ahead of Today’s Counterfeiting Challenges This panel will focus on practical solutions and use of technology to battle online fakes. Speakers will talk not just about the evolution of counterfeiting practices, but also about developments in how e-commerce and social media sites operate and new features affecting brand enforcement online.</p>
12:30pm – 1:30pm	Lunch and Exhibit Viewing
1:45pm – 5:15pm	<p>Concurrent Workshops Workshop sessions focus on practical, operational discussions and networking.</p>

Concurrent Workshops	
1:45pm – 2:45pm	<p>Policy Track Workshop Around the World – Policy and Legislative Developments Impacting Brand Enforcement</p> <p>SME Track Workshop From Detection to Enforcement – How SMEs Can Tackle Online IP Theft</p> <p>Online Track Roundtables – Requires Pre-Conference Sign-Up Workshop Roundtables with Intermediaries</p>



Concurrent Workshops	
3:00pm – 4:00pm	<p>BPE Track Workshop Like a Boss: How to Manage and Maximize a Global Team of Outside Counsel and Investigators</p> <p>Online Track Roundtables – Requires Pre-Conference Sign-Up Workshop Roundtables with Intermediaries</p> <p>LatAm Track Workshop Case Study – Brand Protection</p>
4:15pm – 5:15pm	<p>BPE Track Workshop Engaging with Government to Protect Your Brand and Enforce Your Rights</p> <p>Online Track Roundtables Our Learnings, Your New Tools - Practical Insights from the IACC-Amazon Program</p> <p>LatAm Track Workshop Customs and Free Trade Zones</p>

5:30pm – 7:00pm

IACC Board Meeting

SPECIAL THANKS TO OUR CONFERENCE CO-CHAIRS



Louise Butler
Global Head of Brand Protection
Diageo
United Kingdom



Virginia Cervieri
Senior Partner
Cervieri Monsuárez
Uruguay



Eric Hawk
Anti-Illicit Trade Director, EU + The Americas
JTI
USA



Carrie Hedayati
Intellectual Property Counsel
100% & Saule
USA



Diana Martínez
Associate,
Arochi & Lindner
Mexico



Zach Toczyński
Director, Global Brand Enforcement
Levi Strauss & Co.
USA



APRIL 29 - FRIDAY

8:00am – 12:00pm

Registration

8:00am – 10:00am

Breakfast and Exhibit Viewing

10:00am – 11:00am

Concurrent Workshops

Workshop sessions focus on practical, operational discussions and networking.

Concurrent Workshops	
10:00am – 11:00am	<p>Policy Track Workshop What's So Special About 301? – Working With Government to Set Global IP Priorities</p> <p>SME Track Workshop Detecting and Enforcing against Counterfeiters Offline</p> <p>BPE Track Workshop Big Lessons about Small Consignments</p>

11:00am – 12:30pm

General Session

Panel 5: Brand Expansion, Abuse and Protection in the Real (Virtual) World

This panel examines the ways in which people and companies are interacting and engaging in commerce through virtual channels such as digital exchanges, gaming and other metaverse spaces. Speakers will first set a baseline of understanding and relationships between technologies such as cryptocurrency, blockchain technology, non-fungible tokens (NFTs), etc. Legal and brand protection experts will demonstrate how these expose companies to brand abuse in the digital world and considerations for brand protection through practical examples.

12:45pm

Conference End



ANNUAL CONFERENCE CONCURRENT WORKSHOPS

This year’s conference workshops are designed to get “into the weeds” about relevant issues brand protection professionals, policy makers, and law enforcement are facing today. We highly encourage participation, networking, and questions amongst speakers and facilitators as well as audience members. Our workshops are divided into five tracks and a few of them occur more than once.

Tracks	Sessions	Date / Time
<p><u>Brand Protection and Enforcement (BPE)</u> This track focuses on how brands can best strategize and structure their brand protection programs to maximize resources and impact. It also covers best practices and opportunities for engagement with law enforcement and customs to effectively deal with counterfeiters and fakes.</p>	Maximizing Brand Protection Actions with the National IPR Coordination Center (IPR Center)	• Wednesday, April 27 2:15pm – 3:15pm
	You Seized the Goods, Now What?	• Wednesday, April 27 3:30pm – 4:30pm
	Like a Boss: How to Manage and Maximize a Global Team of Outside Counsel and Investigators	• Thursday, April 28 3:00pm – 4:00pm
	Using Intel Intelligently	• Wednesday, April 27 4:45pm – 5:45pm
	Engaging with Government to Protect Your Brand and Enforce Your Rights	• Thursday, April 28 4:15pm – 5:15pm
	Big Lessons about Small Consignments	• Friday, April 29 10:00am – 11:00am
<p><u>Small and Medium-Sized Enterprises (SME)</u> The SME Track provides informative and interactive brand protection workshops with small business needs and challenges in mind. Workshops will cover a range of recommendations and resources from preventative measures to practical programs and tools for SMEs to utilize in building and/or enhancing their enforcement programs.</p> <p><i>The SME Track is sponsored by:</i> </p>	Brand Protection for SMEs – Overview	• Wednesday, April 27 2:15pm – 3:15pm
	From Detection to Enforcement – How SMEs Can Tackle Online IP Theft	• Thursday, April 28 1:45pm – 2:45pm
	Detecting and Enforcing against Counterfeiters Offline	• Friday, April 29 10:00am – 11:00am



ANNUAL CONFERENCE CONCURRENT WORKSHOPS (CONT'D)

Tracks	Sessions	Date / Time
<p>Online This track concentrates on online counterfeiting trends, and innovative strategies and tactics to address online IP crime.</p>	<p>Workshop Roundtables with Intermediaries - Requires Pre-Conference Sign-Up</p>	<ul style="list-style-type: none"> • Wednesday, April 27 3:30pm – 4:30pm 4:45pm – 5:45pm • Thursday, April 28 1:45pm – 2:45pm 3:00pm – 4:00pm
	<p>Role of Social Media in Counterfeiting and Other Illicit Activities</p>	<ul style="list-style-type: none"> • Wednesday, April 27 3:30pm – 4:30pm
	<p>Our Learnings, Your New Tools – Practical Insights from the IACC MarketSafe Program</p>	<ul style="list-style-type: none"> • Wednesday, April 27 4:45pm – 5:45pm
	<p>Our Learnings, Your New Tools - Practical Insights from the IACC-Amazon Program</p>	<ul style="list-style-type: none"> • Thursday, April 28 4:15pm – 5:15pm
<p>Latin America The Latin America track is designed to bring our signature Latin America Regional Summit to our Annual Conference. This track focuses on current enforcement trends in the region and offers potential networking opportunities with LatAm officials.</p>	<p>A Regional Focus on the Practical Impact of COVID-19 on Brand Protection</p>	<ul style="list-style-type: none"> • Wednesday, April 27 2:15pm – 3:15pm
	<p>Case Study – Brand Protection</p>	<ul style="list-style-type: none"> • Thursday, April 28 3:00pm – 4:00pm
	<p>Customs and Free Trade Zones</p>	<ul style="list-style-type: none"> • Thursday, April 28 4:15pm – 5:15pm
<p>Policy This track provides in-depth discussions on current IP policy and advocacy opportunities.</p>	<p>Around the World – Policy and Legislative Developments Impacting Brand Enforcement</p>	<ul style="list-style-type: none"> • Thursday, April 28 1:45pm – 2:45pm
	<p>What’s So Special About 301? – Working With Government to Set Global IP Priorities</p>	<ul style="list-style-type: none"> • Friday, April 29 10:00am – 11:00am



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