



## DRAFT

### SUNDAY, APRIL 2

10:30am – 11:30am

**First Time Attendee and New Member Mixer (RSVP required)**

First time conference attendees and registered new IACC members are invited to mix and mingle prior to the start of the conference. First timers and new members will have received an invitation to join and register.

11:00am – 6:30pm

**Registration / Badge Collection (No lunch offered) – *Griffin Foyer***

11:30am – 1:00pm

**Pre-Conference Workshop: Customs Enforcement 101 and Impact of Recent Policy Changes on SMEs – *Belle Meade I&I***  
**- *Sponsored by Alibaba Group***

This workshop is for small and medium-sized businesses interested in establishing a customs enforcement program, learning how to work with customs and navigating the customs recordal process. The workshop will also cover the practical implications of recent policy developments affecting online enforcement, such as the INFORM Consumers Act and European Digital Services Act (DSA).

*\*RSVP required. This workshop is open to all conference attendees but requires an RSVP. Sign-ups have been sent to registered attendees.*

**Moderator:** **Dan Dougherty**, Senior Director, Global IP Enforcement Team, Alibaba Group  
**Speakers:**

- **Travis Johnson**, Senior Counsel, Vice President - Legislative Affairs, IACC
- **Alaina van Horn**, Chief of the Intellectual Property Enforcement (IPE), Office of Trade, U.S. Customs and Border Protection
- **John Zacharia**, Founder, Zacharia Law PLC



1:00pm – 5:30pm

Exhibitor and Networking Lounge Open – *Griffin F-H and Foyer*

1:30pm – 5:30pm

Concurrent Breakout Sessions

1:30pm – 2:30pm – Concurrent Sessions (Sunday, Apr 2)	
<i>Belle Meade I&amp;I</i>	<p><b>Your Brand Protection Team – Part 1: Structure &amp; Function</b></p> <p><b>Moderator:</b> <b>Jeremy Wilson</b>, Professor, School of Criminal Justice, Michigan State University</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Philippa Bergin-Fisher</b>, General Counsel, Zimmermann</li> <li>● <b>Jeff Braden</b>, Director, Brand Protection, Victoria’s Secret &amp; Co.</li> <li>● <b>Scott Kammer</b>, Head, Global Product Protection, Takeda Pharmaceuticals</li> <li>● <b>Jeff Mieseler</b>, Director, Global Security, Topgolf Callaway Brands Corporation</li> </ul>
<i>Arlington</i>	<p><b>New Technologies and Impact on IP and Brand Protection – Metaverse, NFTs, and Virtual Goods</b></p> <p><b>Moderator:</b> <b>David Lipkus</b>, Partner, Lipkus Law LLP</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Mariessa Terrell</b>, Attorney Advisor, Trademarks Customer Outreach, US Patent and Trademark Office</li> </ul>
<i>Griffin ABC</i>	<p><b>Roundtable Dialogue with Intermediaries</b></p> <p><i>Due to space limitations, <u>sign-up is required</u>. Sign-up is now open to registered attendees only.</i></p> <p><b>Roundtable Hosts:</b></p> <p>Alibaba, Amazon, Lazada, Mercado Libre, TikTok, WeChat/Tencent, Shopee, Wish, Walmart, Visa</p>

2:45pm – 3:45pm – Concurrent Sessions (Sunday, Apr 2)	
<i>Belle Meade I&amp;I</i>	<p><b>Your Brand Protection Team – Part 2: Measuring the results, making the case, getting the budget</b></p> <p><b>Moderator:</b> <b>Jim Shore</b>, Partner, Sideman &amp; Bancroft</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>John Carriero</b>, Sr. Director, Brand Protection, Under Armour</li> <li>● <b>Jak Cluness</b>, Global Brand Protection Director, New Era Cap</li> <li>● <b>Shelley Raina</b>, CEO and Co-Founder, True Pedigree</li> </ul>
<i>Arlington</i>	<p><b>Disrupting Counterfeiters’ Profits - IACC RogueBlock Info Session</b></p>



	<p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Marc Miller</b>, Senior Vice President, Senior Counsel - Corporate Strategy, IACC</li> <li>● <b>Carolyna Marchesani</b>, Program Manager, IACC</li> </ul>
<b>Griffin ABC</b>	<p><b>Roundtable Dialogue with Intermediaries</b>  <i>Due to space limitations, <u>sign-up is required</u>. Sign-up is now open to <u>registered attendees only</u>.</i></p> <p><b>Roundtable Hosts:</b>          Alibaba, Amazon, Lazada, Mercado Libre, TikTok, WeChat/Tencent, Shopee, Wish, Walmart, Visa</p>

**4:00pm – 5:15pm – Concurrent Sessions (Sunday, Apr 2)**

<b>Belle Meade I&amp;II</b>	<b>IACC Orientation – Making the Most of Your Involvement in the IACC (Open to All)</b>
<b>Arlington</b>	<p><b>Using Copyright to Enforce Your Brand</b></p> <p><b>Moderator:</b> Cameron Nelson, Shareholder, Greenberg Traurig</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Virginia Cervieri</b>, Senior Partner Cervieri Monsuárez</li> <li>● <b>Jalyce Mangum</b>, Attorney Advisor, U.S. Copyright Office</li> <li>● <b>Morgan McPherson</b>, Attorney-Advisor, Office of Trade, U.S. Customs and Border Protection</li> </ul>

5:30pm – 7:30pm

Welcome Reception – *The Green at JW*



## MONDAY, APRIL 3

8:00am – 5:30pm

Registration / Badge Pick Up – *Griffin Foyer*

8:00am – 9:00am

Networking Breakfast and Exhibit Viewing – *Griffin F-H and Foyer*

8:00am – 9:00am

Elections (Ballot submissions at Registration Desk) – *Griffin Foyer*

9:00am – 10:00am

**Conference Opening and Keynotes - *Griffin A-E***

- **Bob Barchiesi**, President, IACC
- **Dawn Atlas**, IACC Chairperson and Vice President, Enforcement and Assistant General Counsel, Calvin Klein
- **Steve Francis**, Acting Executive Associate Director, Homeland Security Investigations (HSI)
- **Pedro Portugal Gaspar**, Inspector General, Portuguese Economic and Food Safety Authority (ASAE)
- **Raymond A. Tierney**, District Attorney, Suffolk County District Attorney's Office

10:00am – 11:15am

**Panel 1: Future of IP Enforcement - *Griffin A-E***

Industry and government speakers offer a high-level look at the future of IP enforcement as we come out of the Covid-19 pandemic and adjust our strategies and operations to new and ongoing challenges to offline and online enforcement.

**Moderator: Amber Lilly**, Brand Asset Protection Manager  
Deere & Company

**Speakers:**

- **Roy Albiani**, Director, Global Brand Protection, Med Tech, Johnson & Johnson
- **Shawn Harwood**, Country Attache for China, U.S. Homeland Security Investigations (HSI)
- **Adrienne Rose**, Assistant Deputy Chief, Computer Crime and Intellectual Property Section (CCIPS), U.S. Department of Justice
- **Daniel Shapiro**, Senior Vice President Brand Relationships and Strategic Partnerships, Red Points

11:15am – 11:45am

Networking Break and Exhibit Viewing – *Griffin F-H and Foyer*



12:00pm – 12:15pm

**Feature Speaker – Griffin A-E**

- **Matthew Bassiur**, Vice President and Head of Global IP Enforcement, Alibaba Group

12:15pm – 1:15pm

**Panel 2: Physical to Digital: The Evolving Landscape of Content Protection – Griffin A-E**

This panel will review the evolution of content consumption from physical to digital means, and discuss how those changes, along with recent policy and legislative developments, have affected copyright enforcement. Speakers from various industries will share challenges in their respective industries as well as their efforts to adapt to new technologies and trends in content consumption, such as streaming.

**Moderator:**

- **Carlos Linares**, SVP, Content Protection & Enforcement, Recording Industry Association of America (RIAA)

**Speakers:**

- **Ryan DiAndrea**, Special Agent, National Program Manager, Homeland Security Investigations and National IPR Center
- **Jason Jeffreys**, Senior Counsel, Intellectual Property Protection & Security, Entertainment Software Association (ESA)
- **Kevin Kadish**, Owner, Slowguy Songs Inc

1:30pm – 2:45pm

**Networking Lunch – Griffin A-E**

1:30pm – 2:30pm

**Lunch Workshop – Belle Meade I&II**

**Platform in Focus: Alibaba Brand Protection Resources**

This workshop offers attendees a practical guide and walk through of Alibaba’s brand protection resources including their Intellectual Property Protection (IPP) Platform.



3:00pm – 5:15pm

Concurrent Breakout Sessions

3:00pm – 4:00pm – Concurrent Sessions (Monday, Apr 3)	
<i>Belle Meade I &amp; II</i>	<p><b>Legal and Compliance Considerations in Brand Protection</b></p> <p><b>Moderator:</b> Jennifer Powell, Chief Trademark Counsel, Church &amp; Dwight</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Chris Bailey</b>, Principal, Rouse</li> <li>● <b>Panos Malamis</b>, Malamis &amp; Associates</li> <li>● <b>Bonnie McNaughton</b>, Partner, Davis Wright Tremaine</li> </ul>
<i>Griffin A-E</i>	<p><b>Prosecuting IP Crime - Part 1: Understanding, Building and Executing Prosecutions at the FEDERAL Level</b></p> <p><b>Moderator:</b> Mike Walsh, Vice President – Administration and Training, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Catherine Crosby</b>, Assistant United States Attorney, U.S. Department of Justice</li> <li>● <b>Eric Lacoma</b>, Senior Manager, IP Department, Louis Vuitton N.A.</li> <li>● <b>Jason Petri</b>, Detective/Task Force Officer, New York Police Department / HSI</li> <li>● <b>Guy Watkins</b>, President, Gatekeeper Global</li> </ul>

4:15pm – 5:15pm – Concurrent Sessions (Monday, Apr 3)	
<i>Belle Meade I &amp; II</i>	<p><b>Following the Money in Counterfeit and Piracy Enforcement</b></p> <p><b>Moderator:</b> Marc Miller, Senior Vice President, Senior Counsel - Corporate Strategy, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Matthew A. Lamberti</b>, Senior Counsel, Computer Crime and Intellectual Property Section (CCIPS), U.S. Department of Justice</li> <li>● <b>Salvatore Russo</b>, Brigadier General, Guardia di Finanza</li> <li>● <b>Jonathan Trivelas</b>, Vice President, Brand Performance Team   Customer Engagement &amp; Performance, Mastercard</li> </ul>
<i>Griffin A-E</i>	<p><b>Prosecuting IP Crime - Part 2: Understanding, Building and Executing Prosecutions at STATE Level</b></p> <p><b>Moderator:</b> Mike Walsh, Vice President - Training and Administration, IACC</p> <p><b>Speakers:</b></p>



	<ul style="list-style-type: none"><li>● <b>Joe Cox</b>, Detective, Portland Police Bureau</li><li>● <b>Lucie Kwon</b>, Bureau Chief, Suffolk County District Attorney's Office</li><li>● <b>Jim Ricaurte</b>, Founder &amp; CEO, Allegiance Protection Group</li><li>● <b>Newton Vieira</b>, Brand Protection Director - Americas, Nike</li></ul>
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5:30pm – 6:30pm

IACC Board of Directors Meeting - *Bristol*



**TUESDAY, APRIL 4**

**8:00am – 3:00pm**                      **Registration / Badge Pick Up – *Griffin Foyer***

**8:00am – 9:15am**                      **Networking Breakfast and Exhibit Viewing – *Griffin F-H and Foyer***

**8:30am – 9:30am**                      **Breakfast Workshop – *Belle Meade I&II***  
**Platform in Focus: Amazon Brand Protection Resources**  
 Presented by Amazon’s brand protection team, this workshop outlines Amazon’s various brand protection tools available to rights-holders including Brand Registry, Transparency, Neutral Patent Evaluation, among others.

**9:30am – 10:30am**                      **Concurrent Workshop Sessions**

9:30am – 10:30am – Concurrent Sessions (Tuesday, Apr 4)	
<b><i>Belle Meade I &amp; II</i></b>	<p><b>Fighting Fakes in Emerging Markets</b></p> <p><b>Moderator:</b> <b>Donna Schmitt</b>, Partner, Armstrong Teasdale LLP</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Ameen Imam</b>, Attorney Advisor, Middle East &amp; North Africa, U.S. Patent and Trademark Office (USPTO)</li> <li>● <b>Holly Lance</b>, Attorney Advisor, Sub-Saharan Africa, U.S. Patent and Trademark Office (USPTO)</li> <li>● <b>Danielle Prince</b>, International IP Enforcement Director, PopSockets</li> <li>● <b>DJ Smith</b>, Head of Global eCommerce and Brand Protection, LifeScan</li> </ul>
<b><i>Griffin A-E</i></b>	<p><b>New Trends in Customs Enforcement</b></p> <p><b>Moderator:</b> <b>Travis Johnson</b>, Senior Counsel and Vice President – Legislative Affairs, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● <b>Angelo Mazza</b>, Partner, Gibney, Anthony &amp; Flaherty</li> <li>● <b>Kristyna Richterova</b>, Czech General Customs Directorate</li> </ul>





	<ul style="list-style-type: none"><li>● <b>Kristin Weaver</b>, Branch Chief, IPR Operations, U.S. Customs &amp; Border Protection</li></ul>
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10:40am - 11:10am

**Feature Speakers – Griffin A-E**

- **James Mancuso**, Director, National IPR Center, Homeland Security Investigations
- **Charles Wright**, Vice President, Associate General Counsel, Amazon

11:15am – 12:15pm

**Panel 3: A Roadmap for Online to Offline Enforcement – Part 1 – Focus on Amazon – Griffin A-E**

With catching the infringer as the ultimate prize, this two-part session explores how we unmask and catch the online counterfeiter. The panel will begin with a high-level overview of the issues and players involved in the online to offline enforcement process, followed by a practical presentation by Amazon’s Global Brand Relations team and Counterfeit Crimes Unit on the online to offline enforcement process on Amazon.

**Moderator: Marc Miller**, Senior Vice President, Senior Counsel - Corporate Strategy, IACC

**Speakers:**

- **Marissa Bostick**, Senior Corporate Counsel, Amazon Counterfeit Crimes Unit (CCU)
- **Justin Lindenmayer**, Capabilities & Operations Leader, Global Brand Protection, Johnson & Johnson Consumer Inc.
- **Jimmy Kryskowiak**, Brand Protection Manager, Church & Dwight
- **Brittany Shaw**, Global Brand Relations Manager, Amazon

12:15pm – 1:15pm

**Networking Lunch – Griffin A-E**

1:15pm – 2:15pm

**Panel 4: A Roadmap for Online to Offline Enforcement – Part 2 – Focus on Alibaba – Griffin A-E**

We continue the Roadmap for Online to Offline Enforcement series with an in-depth look at how Alibaba’s online to offline enforcement process is conducted, a practical case study and their partnership with law enforcement in China and abroad.

**Moderator: Wei-Wen Wang**, Program Director, IACC

**Speakers:**

- **Peter Ratcliffe**, Detective Superintendent, City of London Police (CoLP)



- **Evan Williams**, Senior Director, Global IP Enforcement Team, Alibaba Group

**2:15pm – 3:15pm**

**Panel 5: Emerging Trends in Technology to Fight Fakes – Perspectives from Govt & Industry – *Griffin A-E***

This forward-looking panel will examine how to use technology and data to detect and enforce against IP crime more efficiently and comprehensively. Speakers will provide their perspectives in using technology to investigate and conduct proactive enforcement efforts.

**Moderator: Dawn Atlas**, Vice President, Enforcement and Assistant General Counsel of Calvin Klein

**Speakers:**

- **Mike Dunn**, President, Octane5 (confirmed)
- **Joshua Hopping**, Global Director of Investigations, Corsearch
- **Mike Rose**, Unit Chief, National IPR Coordination Center

**3:15pm**

**Conference Closing and End – *Griffin A-E***





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