

EUROPOL

IP CRIME CONFERENCE

OCTOBER 27-28 | 2022
ROME, ITALY

EUROPOL

In Partnership with the
Guardia di Finanza and the IACC



IACC
INTERNATIONAL ANTI-COUNTERFEITING COALITION

At the A.Roma Lifestyle Hotel



From Thursday 27 October (Full day) to
Friday 28 October (half day) 2022



Rome, Italy
[A.Roma Lifestyle Hotel](#)



Experts from law enforcement, the
private industry and academia.

Thematic focuses: Participants will be invited to tackle two main questions across series of discussions:

- How do we bring down criminal networks that are exploiting times of crisis to infringe IP Rights?
- How can public-private partnership enhance the fight against IP Crime?

CONFERENCE SPACE AND LOGISTICS REMARKS

CONFERENCE SPACE



All Conference Sessions & Coffee Breaks are held in the Hotel Congress Centre, in the Lower Level (see picture).

--Plenary sessions - Giove 1-3 (orange)

--Coffee breaks and exhibition area – Foyer (blue)

--Breakout Rooms – Giove 1-3, Giunone 1, Giunone 2, and Venere-Marte (orange, yellow and green rooms)

Accesses into the congress centre are indicated in red; badges will be controlled at every access point.

The **Welcome Reception** and **Day 1 Lunch** (both offered to participants) will be held in the *Sapori dal Mondo Restaurant*, in the Hotel Section (Lower Level as well).

REGISTRATION AND BADGE PICK UP

- Wednesday, 16:30 – 19:00, either outside or inside Sapori dal Mondo Restaurant (TBC)
- Thursday, 7:45 – 17:00, Hospitality Desk in Foyer outside of Giove/Giunone area (purple square)
- Friday, 8:00 – 12:00, Hospitality Desk in Foyer outside of Giove/Giunone area

Your conference badge is necessary to access the conference space.
Please also consider carrying identification papers with you.

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AGENDA

WEDNESDAY 26 OCTOBER

17.00 – 19.00 WELCOME RECEPTION - *Sapori dal Mondo Restaurant (Hotel Section – Lower Level)*

THURSDAY 27 OCTOBER

– IP ENFORCEMENT IN TIMES OF CRISIS –

8:45 – 9:00 OPENING CEREMONY WITH GUARDIA DI FINANZA FANFARA (MILITARY BAND)

9:00 – 10:00 KEYNOTE ADDRESSES

Chair: Europol – Mr. Burkhard Mühl, Head of the European Financial and Economic Crime Centre
Guardia di Finanza – General Giuseppe Zafarana, Commanding General
Europol – General Jean-Philippe Lecouffe, Deputy Executive Director of Operations
EUIPO's Observatory on Infringements of IP Rights – Mr. Paul Maier, Director
Presidency of the Council of the European Union – Ms. Kristýna Richterová, Czech Presidential Team
IACC – Mr. Bob Barchiesi, President

10:00 – 10:15 FEATURE INDUSTRY SPEAKER: ALIBABA GROUP – MICHAEL EVANS, PRESIDENT

10:15 – 10:45 FIGHTING IP CRIME IN A CONTEXT OF CRISIS, THE LAW ENFORCEMENT PERSPECTIVE

Plenary
presentations

Chair: Europol – Mr. Sergio Tirrò, Head of the IP Crime Coordinated Coalition (IPC³)
Italy, Guardia di Finanza – Brigadier General Paolo Compagnone, Head of Department "Information Coordination and International Relations"
Bulgaria, Combating Organized Crime General Directorate – Mr. Gabriel Tsekov, Director of EMPACT IP Crime, Counterfeiting of goods and currencies

10:45 – 11:15 COFFEE BREAK - Foyer

11:15 – 12:00 FIGHTING IP CRIME IN A CONTEXT OF CRISIS, THE INDUSTRY PERSPECTIVE

Plenary
presentations

Chair: IACC – Ms. Candice Uzoigwe, SVP – Chief of Staff
Motion Picture Association | The Alliance for Creativity and Entertainment (ACE) – Mr. Jan van Voorn, Executive Vice President and Global Head Content Protection & Head of ACE
Louis Vuitton – Ms. Valerie Sonnier, General Counsel – Global Intellectual Property Director
MSD – Mr. Tony Zook, Associate Vice President Global Security

12:00 – 12:45 SPOTLIGHT ON KEY CRISES: INTER-INFLUENCES WITH IP CRIME

Plenary
presentations

Chair: Europol – Mr. Thomas Kirchberger, Seconded National Expert, Corporate Communications
Evolution of IP-related criminal trends in the context of the COVID-19 pandemic
Europol – Mr. Sergio Tirrò, Head of the IP Crime Coordinated Coalition (IPC³)
Insights into the implications of the Russian war of aggression against Ukraine on IP crime
US Patent and Trademark Office – Mr. Dorian Mazurkevich, Intellectual Property Attaché for Eurasia

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12:45 – 14:00 LUNCH BREAK - *Sapori Dal Mondo Restaurant*

14:00 – 15:30 ADAPTING ENFORCEMENT MEASURES TO HEIGHTENED THREATS

Breakout
discussion
panels and open
Q&A

1. Emerging threats in Pharma Crime - *Meeting Room: Giunone 2*

Moderator: Europol – Mr. Yann Lardoux, IPC³ Specialist

French Gendarmerie, OCLAESP – Mr. Sébastien Cassore, Chef d'Escadron

INTERPOL – Mr. Chi-Wang Lam, Operations Coordinator, Public Health and Pharmaceutical Crime

Pharmaceutical Solutions Industry (PSI) – Ms. Cecilia Fant, Regional Director Europe, Middle East, Africa

2. Evolving Counterfeit Trends Online - *Meeting Room: Giove 1-3 (plenary room)*

Moderator: IACC – Mr. Marc Miller, Senior Counsel & SVP – Corporate Strategy

Europol – Mr. Gianluca Sabatino, Head of IPC³ Specialists Office

IACC – Ms. Allison Cunningham, Program Manager

Procter & Gamble – Ms. Sharon Penketh, Manager - Global Brand Protection e-Business

TikTok – Ms. Anouk Vink, Global Head of Intellectual Property Operations

3. Copyrights infringements: The rise of online piracy - *Meeting Room: Giunone 1*

Moderator: Europol – Mr. Tomás Domínguez, IPC³ Specialist

Audiovisual Anti-Piracy Alliance (AAPA) – Mr. Oliver Pribramsky, Co-President, and Head of Rights Management, Technologies and Archive of the Audiovisual Rights at the Deutsche Fußball Liga

Entertainment Software Association (ESA) – Mr. Michael Lewis, Vice President, IP Protection and Security

International Federation of the Phonographic Industry (IFPI) – Ms. Melissa Morgia, Director of Global Content Protection and Enforcement

Motion Picture Association | ACE – Mr. Dani Bacsá, VP Content Protection EMEA

UK Intellectual Property Office (IPO) – Mr. Dave Lowe, Head of IP Enforcement Capacity Building

UK Police Intellectual Property Crime Unit – Mr. Andrew Masterson, Disruptions and Engagement Lead

4. Growing risks of counterfeit trade in the agri-food sector - *Meeting Room: Venere-Marte*

Moderator: Europol – Mr. Marinus van Diesen, IPC³ Specialist

CropLife Europe – Mr. Lukasz Wozniacki, Senior Manager Trade & Anti-Counterfeit

European Anti-Fraud Office (OLAF) – Mr. Jack Otto, Investigator

European Commission – Ms. Eva Siegener, Food Fraud Investigator, DG SANTE

Syngenta – Ms. Ana-Maria Munteanu, Corporate Security Manager SE & CE Europe

15:30 – 16:00 COFFEE BREAK - *Foyer*

16:00 – 16:25 EMERGING CHALLENGES AND OPPORTUNITIES ACROSS DIFFERENT AREAS OF IP

Plenary
discussion
panel: sharing
breakout
conclusions

Chair: Europol – Mr. Sergio Tirrò, Head of the IP Crime Coordinated Coalition (IPC³)

Pharma group : French Gendarmerie, OCLAESP – Mr. Sébastien Cassore, Chef d'Escadron

Online Trade group: IACC – Ms. Allison Cunningham, Program Manager

Online Piracy group: AAPA – Ms. Sheila Cassells, Executive Vice President

Agri-food group: European Commission – Ms. Eva Siegener, Food Fraud Investigator, DG SANTE

16:25 – 16:30 ANNOUNCEMENT OF THE AUDIOVISUAL ANTI-PIRACY ALLIANCE (AAPA) AWARD

AAPA – Ms. Sheila Cassells, Executive Vice President

16:30 – 16:45 DAY 1 CONCLUSIONS & INTRODUCTION OF DAY 2 THEMATIC

Europol – Mr. Sergio Tirrò, Head of IPC³

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Friday 28 October

– PUBLIC-PRIVATE PARTNERSHIP (PPP) IN THE FIGHT AGAINST IP CRIME –

9:00 – 10:00 THE EVOLUTION OF PPP IN THE FIGHT AGAINST IP CRIME

Opening
presentations

Chair: Europol – Mr. Thomas Kirchberger, Seconded National Expert, Corporate Communications
U.S. National IPR Coordination Center – Mr. Jim Mancuso, Director & HSI Global Trade Division Assistant Director
Calvin Klein – Ms. Dawn Atlas, IACC Chairperson, Vice President, Enforcement and Assistant General Counsel
Guardia di Finanza – Col. Agostino Brigante, Head of the Anti-counterfeiting and Product Security Group

10:00 – 10:45 PUBLIC-PRIVATE INITIATIVES AND TOOLS TO ENHANCE IP CRIME INVESTIGATIONS

Plenary
presentations

Chair: IACC – Ms. Wei-Wen Wang, Program Director
Danish Veterinary and Food Administration – Ms. Katrine Christensen Dumas, Jurist/Investigator
Amazon Counterfeit Crimes Unit – Mr. Kebharu Smith, Director & Ms. Marissa Bostick, Legal Manager
Europol – Ms. Bénédicte Niel, IPC³ Expertise and Stakeholder Management Agent
EUIPO's Observatory – Ms. Patricia López Fernández De Corres, EUIPO-Europol Liaison Officer

10:45 – 11:30 COFFEE BREAK & NETWORKING MEETINGS - Foyer & Giunone 2

11:30 – 12:15 POWER OF PARTNERSHIPS – PPP TO ADVANCE E-COMMERCE INVESTIGATIONS

Discussion panel

Chair: Europol – Mr. Gianluca Sabatino, Head of IPC3 Specialists Office1
DIAGEO – Ms. Louise Butler, Global Head of Brand Protection
City of London Police – Mr. Peter Ratcliffe, Detective Superintendent
Alibaba Group – Mr. Evan Williams, Senior Director, Global IP Enforcement Team
French Customs – Mr. Mathieu Gignoux, Deputy chief of investigation service

12:15 – 13:00 POWER OF PARTNERSHIPS – SUCCESS STORIES TO EXPLORE PPP OPPORTUNITIES

Discussion panel

Chair: IACC – Mr. Travis Johnson Senior Counsel & VP of Legislative Affairs
IACC – Mr. Mike Walsh, VP of Training and Administration,
New York Police Department – Mr. Terence Monahan, Chief (ret'd)
U.S. Department of Justice – Mr. Timothy Rank, Eurojust Transnational Cybercrime Liaison Prosecutor

13:00 – 13:15 CONFERENCE CONCLUSIONS & HANDOVER TO THE NEXT HOST COUNTRY

Europol – Mr. Sergio Tirrò, Head of IPC³
Guardia di Finanza, Italy – Brigadier General Giuseppe Arbore, Head of Department for Operations
IACC – Mr. Bob Barchiesi, President
Economic and Food Safety Authority (ASAE), Portugal – Mr. Pedro Portugal Gaspar, General Inspector - ASAE Head