

# 19<sup>th</sup> Anti-Counterfeiting & Brand Protection

Take Action Against Counterfeiting, Enforce IP and Protect Your Brand

## FEATURED SPEAKERS



**Jason Yao**  
*Sr Partner*  
**Wan Hui Da Law Firm, China**



**Robert William Erb**  
*CEO & General Counsel*  
**Schutt Sports**



**Angel M Melendez**  
*Special Agent in Charge*  
**ICE, Homeland Security Investigations, NY**



**Wayne Mack**  
*Counsel*  
**US Golf Manufacturers Anti-Counterfeiting Working Group**



**Elisha Lawrence**  
*AVP, General Counsel, Head of Global Anti-Piracy & Content Security*  
**ABS-CBN International**



**Larry Rickles**  
*Chief Trademark Counsel*  
**Teva Pharmaceuticals**



**Lorne M Lipkus**  
*Member*  
**Canadian Anti-Counterfeiting Network (CACN)**



**Chris Gibbins**  
*Director of Global Brand Protection*  
**Speck Products**

## WHAT'S NEW FOR 2017?

- 1 Experts enumerate best practices for protecting your brand in China, the global counterfeit manufacturing hub
- 2 See what works with case studies of successful US and international anti-counterfeiting efforts
- 3 Learn effective intelligence gathering techniques from law enforcement agents to get better results and prosecute counterfeiters

Sponsors:



**Patterson Belknap**

*Johnson & Pham*  
**JOHNSON & PHAM, LLP**

# 19th Anti-Counterfeiting & Brand Protection

September 27-29, 2017  
New York, NY

Whether you are a big or small brand owner, here is a fact for you: Counterfeiters cost the global economy nearly \$1.77 trillion in 2015, a number roughly equal to Brazil's GDP, as per a World Economic Forum report. The problem is expected to get worse from here on.

Apparel, footwear, electronic goods, pharmaceuticals, perfumes, toys, skincare, are only a few of the industries affected. No one is safe. Trademark infringements, online sites pretending to be authentic, unauthorized sales on marketplaces like Amazon and Ebay, product diversions, gray market sales and knockoffs have unfortunately become par for the course.

Having an effective anti counterfeiting and brand protection (AC&BP) strategy is no longer an option but a must have. This is where the 19th iteration of our Anti-Counterfeiting and Brand Protection Summit in New York comes into play. The summit has come to be known for the mix of legal experts, brand practitioners, law enforcement agencies and service providers it brings together.

We promise that you will walk away with effective strategies to protect your brand and make headway in the battle against counterfeiters as experts discuss topics like:

- The various legal issues relating to planning, budgeting, and implementing an effective AC&BP program
- Online counterfeiting ecosystem and its effects on supply chain and consumer sales
- Changing global IP laws and working with cross border authorities to enforce IP
- Creative brand protection solutions and technologies that will help you sleep better

Hundreds of companies like General Motors, Proctor & Gamble, GoPro, HP, and Kellogg Company have attended prior summits and have attested to walking away with new insights and approaches for their own AC &BP programs. Shouldn't you join them?

We hope you will be able to join us and look forward to seeing you in New York this September!

Sincerely,



**Taneesha Kulshrestha**  
Conference Director  
Legal Portfolio  
IQPC

*P.S. Get in the weeds by registering for the All-Access conference package and attend the three interactive workshops!*

## 2017 ADVISORY BOARD

This program would not be possible without the guidance of our distinguished advisory board members:



**Angelo Mazza**  
President, **IACC Foundation**  
& Partner-IP **Practice Group**  
**Gibney Anthony & Flaherty**  
**LLP**



**Lynn Mayer**  
Corporate Counsel  
**Paris Presents Incorporated**



**Chris Gibbins**  
Director of Global Brand  
Protection  
**Speck Products**



**Geoffrey Potter**  
Partner  
**Patterson Belknap Webb &**  
**Tyler LLP**



**Kristin (Callaway) Chapman**  
Associate General Counsel &  
Lead Counsel - Lighting  
**Cree**



**Jason Calhoun**  
Former Project Manager  
**National Cyber- Forensics &**  
**Training Alliance - NCFTA**

## EARN CLE CREDITS!

IQPC has a dedicated team which processes requests for CLE Credits. Please note that event accreditation is subject to the rules, regulations and restrictions dictated by each individual state.

Media Partners:



Canadian  
Anti-Counterfeiting  
Network

Réseau  
anti-contrefaçon  
canadien

**MICHIGAN STATE**  
**UNIVERSITY**  
Center for Anti-Counterfeiting  
and Product Protection



# SPEAKER FACULTY



Jason Yao  
Senior Partner  
**Wan Hui da Law Firm,  
China**



Lois Leslie  
Senior Innovation  
Product Manager &  
Link Technology CMO  
**HP**



Geoffrey Potter  
Partner  
**Patterson Belknap  
Webb & Tyler LLP**



Elisha Lawrence  
AVP, General Counsel,  
Head of Global  
Anti-Piracy &  
Content Security  
**ABS-CBN  
International**



Frank Cullen Jr.  
Executive Director  
**Global Intellectual  
Property Center,  
U.S. Chamber of  
Commerce**



Daniel Callaghan  
Group Supervisor (A)  
Homeland Security  
Investigations  
**NY IPR General  
Group**



Wayne Mack  
Counsel, **US Golf  
Manufacturers  
Anti-Counterfeiting  
Working Group,**  
Partner  
**Duane Morris LLP**



David Bass  
Deputy Attorney  
General  
**Financial Fraud and  
Special Prosecutions  
Unit at California  
Department of  
Justice**



Michelle Brownlee  
Trademark Counsel  
**Bose (Tentative)**



Chris Gibbins  
Director of Global  
Brand Protection  
**Speck Products**



Lorne Lipkus  
Member  
**Canadian Anti-  
Counterfeiting  
Network (CACN)**



Christopher Johnson  
Partner  
**Johnson & Pham,  
LLP**



Larry Rickles  
Chief Trademark  
Counsel  
**Teva  
Pharmaceuticals**



Kasie Brill  
Senior Director, Brand  
Protection  
**Global Intellectual  
Property Center  
at U.S. Chamber of  
Commerce**



Paul Paradise  
Book Author  
**Trademark,  
Counterfeiting,  
Product Piracy, and  
the Billion Dollar  
Threat to the US  
Economy**



Martin Nguyen  
Associate General  
Counsel  
**Vista Outdoor Inc**



Angel M Melendez  
Special Agent in  
Charge  
**ICE, Homeland  
Security  
Investigations, New  
York**

## WHAT OUR ATTENDEES ARE SAYING

*“One of the best conferences I have attended due to freshness of information on latest and best practices.”*

General Counsel, **Taylor Guitars**

*“Lots of good knowledgeable people and great opportunities to network.”*

Director of Brand Protection and IP,  
**Cabeau**

*“Networking and learning with brand owners, vendors and lawyers.”*

Global Brand Protection at **Johnson & Johnson Health Care Systems**

# 19th Anti-Counterfeiting & Brand Protection

September 27-29, 2017  
New York, NY

## TOP REASONS TO ATTEND



Understand your brand's risk profile for counterfeiting and measure ROI for brand protection programs.



See how other companies are structuring their counterfeiting efforts and departments while putting metrics in place for measurement.



Understand how border-less effects of the Internet are changing the counterfeiting landscape affecting your brand and changing the game.



Explore technologies and solutions that have helped companies put a stop to counterfeiting, trademark infringements, diversions and unauthorized sales.



## WHO WILL BE ATTENDING

*Senior Vice Presidents, Vice Presidents, Directors, Senior Managers of:*

- Anti-Counterfeiting
- Brand Protection,
- Brand Management
- Investigation
- Legal Affairs
- Trademark
- Corporate Security
- Compliance and Enforcement
- Global Security
- Litigation

*As well as:*

- IP Counsel
- Associate General Counsel
- Corporate/In-House Counsel
- General Counsel
- Chief Trademark Counsel
- Chief Legal Officer

## PAST ATTENDEES INCLUDE

- Abbott Laboratories
- Allergan, Inc.
- Bristol-Myers Squibb
- Chevron
- Cisco
- Exxon Mobil
- Federal Bureau of Investigation (FBI)
- General Motors
- Hewlett-Packard Company
- ICE-Homeland Security Investigations, National IPR Coordination Center
- Johnson & Johnson
- Kellogg Company
- Lexmark
- LG Electronics
- MasterCard Worldwide
- Mophie
- Motorola
- NBA
- Philips
- Proctor & Gamble
- SanDisk Corporation
- Starwood Hotels & Resorts
- Symantec
- U.S. Department of Justice (DoJ)
- Wal-Mart
- Whirlpool
- Xerox
- And many more!

[VIEW FULL LIST](#)

# PRE-CONFERENCE WORKSHOP DAY

Wednesday, September 27, 2017

## 9:00 AM WORKSHOP A REGISTRATION & NETWORKING BREAKFAST

### 9:30 AM BEST PRACTICES FOR PROTECTING YOUR BRAND IN CHINA

China is infamous for IP infringements and counterfeit manufacturing. As an added difficulty, brands often find it difficult to understand Chinese cultural nuances and its legal system. We will discuss the approaches in which a brand manufacturing or selling in China can best protect itself.

In this workshop we will look at:

- Identifying targets that have the maximum influence on your brand's equity and consumer integrity
- Getting more results working with third party investigation agents
- Effectively working with government enforcement authorities in investigation and raid actions
- Applying different approaches for different targets for efficient resource allocation
- Case study on best practices



**Jason Yao**  
Senior Partner  
[Wan Hui Da Law Firm, China](#)

## 11:30 AM WORKSHOP B REGISTRATION & NETWORKING BREAK

## 12:00 PM EFFECTIVE INTELLIGENCE GATHERING TECHNIQUES TO NAB COUNTERFEITERS

Gathering information makes for more than half the battle when you are trying to catch and prosecute brand counterfeiters. In this session, we take a close look at best practices and techniques that law enforcement agencies and officers use for their own investigation and have perfected over time.

Attend this session for approaches to structuring your own investigations and increasing your chances for success.



**David Bass**  
Deputy Attorney General - Financial Fraud and Special Prosecutions Unit  
[California Department of Justice](#)

## 2:00 PM WORKSHOP C REGISTRATION & NETWORKING COFFEE BREAK

### 2:30 PM IMPLICATIONS FOR BRANDS AS TRADE FACILITATION AND TRADE ENFORCEMENT ACT (TFTEA) IMPLEMENTATION GETS UNDER WAY

The Customs and Border Protection (CBP) now has expanded powers to combat the import of counterfeit goods after the TFTEA was signed into a law in 2016. As the Act gets implemented, see how CBP is set to implement actions for foreign supplier verifications, trademark and IP rights management and controls, working on Customs Trade Partnership Against Terrorism (C-TPAT) and more.

Attend session to understand how TFTEA is set to impact counterfeiting and how your brand can benefit from the new Act.



**Kasie Brill**  
Senior Director, Brand Protection Global Intellectual Property Center  
[U.S. Chamber of Commerce](#)

## 4:30 PM CLOSE OF WORKSHOP DAY



# DAY ONE MAIN CONFERENCE

Thursday, September 28, 2017

8:00 AM REGISTRATION & NETWORKING  
BREAKFAST

8:45 AM CHAIRMAN'S OPENING REMARKS

09:00 AM USING TRADEMARKS TO STOP  
DIVERSIONS AND GRAY MARKET SALES

Companies that sell the same (or similar) product for a higher price in the United States and for a lower price outside the US, always have the problem of the lower-priced product being diverted into the country. This session will explore strategies that brand owners can use to stop this diversion using US trademark laws. Explore tactics like:

- How to design products and packaging in ways that aid trademark owner to prevent their products from being diverted
- Obtaining Lever-Rule protection from U.S. Customs to halt the importation of diverted products
- Getting Federal court injunctions and damages against importers and sellers of gray market goods



**Geoffrey Potter**  
Partner  
**Patterson Belknap Webb & Tyler LLP**

09:45 AM EFFECTIVELY TRACK AND SHUT DOWN  
ONLINE COUNTERFEITING RINGS

The Internet has made the selling and buying of counterfeit goods much easier than before. Rogue manufacturers and sellers can now easily set up thousands of anonymous online shops defrauding customers to think of them as genuine and deliver goods directly to a customer's home.

Attend the session to see just how extensive this threat is and what you can do about it. Explore:

- Working with Internet access providers, hosting companies and domain registries to guard against like cybersquatting, typo-squatting and SEO manipulation and shutting down fake sites.
- Establishing partnerships with online marketplaces and, payment processors to shut down online sales via e-commerce sites with similar look and feel, fake sales on online marketplaces and auction sites
- How to work with investigators, local and international law enforcement agencies and prosecution partners that specialize in online counterfeiting.



**Elisha Lawrence**  
AVP, General Counsel, Head of Global  
Anti-Piracy & Content Security  
**ABS-CBN International**



**Frank Cullen Jr.**  
Executive Director  
**Global Intellectual Property Center U.S. Chamber of Commerce**

10:30 AM MORNING NETWORKING BREAK &  
DEMO DRIVE

11:15 AM TALES FROM THE TRENCHES: CHINESE  
COUNTERFEIT SELLERS USE LOCAL US  
WAREHOUSES TO SELL ON EBAY

A warehouse operation in the U.S. was distributing counterfeit products on behalf of counterfeit sellers located in China. The products were shipped and packed in a way that the warehouse operators did not have visibility into what was in the packages that they were shipping out to eBay customers. This is a trend in online counterfeit sales with several cases having a similar method of operations.

- Attend this session to know how these warehouses operate and how to litigate against them successfully.



**Michelle Brownlee**  
Trademark Counsel  
**Bose (tentative)**



**Chris Gibbins**  
Brand Protection leader  
**Speck Products**



**Christopher Johnson**  
Partner  
**Johnson & Pham, LLP**

12:00 PM CHINA'S CHANGING LOCAL, SOCIAL  
AND LEGAL COUNTERFEIT GOODS  
ECOSYSTEM: DO YOU KNOW ENOUGH TO  
KEEP UP?

Understanding the changes in how counterfeit goods are being manufactured, distributed and sold locally for your industry and brand in China is critical to ensuring a successful anti-counterfeiting strategy. In an ever-changing Chinese marketplace, it can be almost impossible to keep up. Attend the session to:

- Find out how counterfeiters' manufacturing hubs are shifting for your industry
- See how changing manufacturing and assembling processes are making it difficult to nab counterfeiters in action
- Explore implications of digital commerce on catching the counterfeiters
- Gain visibility on how counterfeiters are hiding financial assets
- Understand recent changes in law related to enforcing punitive action



**Jason Yao**  
Senior Partner  
**Wan Hui Da Law Firm, China**



**Wayne Mack**  
Counsel, **US Golf Manufacturers Anti-Counterfeiting Working Group**, Partner, **Duane Morris LLP**

12:45 PM NETWORKING LUNCH BREAK

1:45 PM DO YOU KNOW YOUR COMPANY'S RISK PROFILE FOR COUNTERFEITING?

In today's globally distributed supply chains and consumer sales channels, there are many vulnerable points that counterfeiters can take advantage of to siphon off your brand's IP or sell counterfeits to your customers. Brands need to know where your risks lie and how to protect yourself against them. Attend this session to hear experts on:

- Assessing whether your products can be easily counterfeited
- Plugging your sales channels loopholes
- Ensuring global supply chain & R&D are not risk centers
- Getting the legal framework that works for you



**Larry Rickles**  
Chief Trademark Counsel  
**Teva Pharmaceuticals**



**Lorne M Lipkus**  
Member  
**Canadian Anti- Counterfeiting Network (CACN)**

2:30 PM MAKE SMART PACKAGING TECHNOLOGIES WORK FOR YOU TO COUNTER COUNTERFEITING

With counterfeiters becoming more innovative, geographically spread and difficult to track, protecting brands across the supply chain to offline and online distribution channels has become imperative.

Attend the session to get a glimpse of how you can use technologies like serialization, track and trace and geo fencing to:

- Add security authenticity to protect against counterfeit products and diversions
- Manage supply chain visibility for efficiency and reducing leakages
- Monitor distribution channels to detect counterfeit



**Lois Leslie**  
Senior Innovation Product Manager & Link Technology  
CMO  
**HP**

3:15 PM NETWORKING COFFEE BREAK

3:45 PM MEASURING THE ROI OF YOUR BRAND'S AC & BP PROGRAM

Many companies tend to view AC & BP programs as non revenue generating cost centers. As a result, many AC & BP professionals struggle to show impact, get support for their initiatives and justify expenses. It is imperative put measureable goals and metrics in place to convey your program's strategic importance and enable your C-Suite to assess them accordingly.

In this session, senior industry leaders will speak on effective ways to:

- Draw strategy to put short and long term goals in place
- Put benchmarks and metrics in place to measure success
- Identify and apply appropriate metrics to measure success
- Communicate the ROI to the C-suite



**Robert William Erb**  
President, CEO, General Counsel  
**Schutt Sports**



**Chris Gibbins**  
Director of Global Brand Protection  
**Speck Products**

4:15 PM EFFECTIVE STRATEGIES FOR INVESTIGATING AND SHUTTING DOWN COUNTERFEIT RINGS ON THE GROUND

Shutting down a counterfeit ring takes both money and expertise. Identifying targets for raids, running a successful investigation, getting the evidence in place and working with law enforcement agencies to get punitive sentences and fines is not easy. The good news is that it can be done with more predictable results. Attend this session to understand:

- Key steps to identifying a target that justifies the investigative or litigation spend
- How to run an investigation and follow the trail to the big fish
- Presenting your case and working with law enforcement agencies



**Daniel Callaghan**  
IP Group Supervisor, Group Supervisor  
**Homeland Security Investigations**



**Lorne M Lipkus**  
Member  
**Canadian Anti- Counterfeiting Network (CACN)**

5:15 PM CLOSE OF DAY ONE

5:15 PM POST DAY ONE MIXER



# DAY TWO MAIN CONFERENCE

Friday, September 29, 2017

## 8:00 AM REGISTRATION & NETWORKING BREAKFAST

## 8:45 AM CHAIRMAN'S DAY ONE RECAP

## 09:00 AM PROTECT YOUR BRAND FROM TRADEMARK INFRINGEMENTS

Claims of trademark infringement are becoming increasingly common with counterfeiters becoming more sophisticated in their use of technology and widespread e-commerce sales making it difficult to track these infringements.

Attend to discover:

- Strategies to protect your brand against trademark infringements
- Technologies that work to help companies track and nab infringers
- The right way to register and record your trademarks with different agencies
- How to work with law enforcement agencies to ensure prosecution



**Larry Rickles**  
Chief Trademark Counsel  
**Teva Pharmaceuticals**

## 09:45 AM KEYNOTE: INTERSECTION OF TERRORISM, ORGANIZED CRIME, COUNTERFEIT GOODS AND THE CONSUMER – HOW BRANDS CAN WORK WITH LAW ENFORCEMENT AGENCIES

Recent investigations have confirmed that the attack on Charlie Hebdo's office France was funded by sales of counterfeit goods. It is becoming essential for government and brands to work together and educate consumers about the menace to ensure that it does not happen again. Attend this session to understand:

- The links between terrorism, organized crime and counterfeit goods.
- How you can set up your investigations and work with law enforcement agencies to track such sales
- Using this information to educate customers about how purchasing fakes is not a victimless crime



**Angel M Melendez**  
Special Agent in Charge  
**ICE, Homeland Security Investigations, New York**

## 10:30 AM MORNING NETWORKING BREAK

## 11:00 AM CASE STUDY: US GOLF MANUFACTURERS MASTER CONDUCTING SUCCESSFUL RAIDS IN CHINA

Fighting the war on counterfeit globally is not easy. But there are success stories. For example, Anti-Counterfeiting working group for US Golf manufacturers recently conducted a successful raid in China and also secured a prison sentence against a counterfeiter for three years along with a fine of 500,000 RMB (more than \$76,000).

Learn approaches to:

- Have a successful anti-counterfeiting and brand protection strategy to ensure results
- Identify the right professional service provider for both investigation and legal services
- Ensuring you they have the right targets that justify the time and money spends
- Work with supportive government enforcement agencies to get priorities for their cause
- Get maximum punishment imposed to deter counterfeiters in future



**Wayne Mack**  
Counsel  
**US Golf Manufacturers Anti-Counterfeiting Working Group, Partner, Duane Morris, LLP**

## 11:45 AM WORKING WITH CROSS-BORDER JURISDICTIONS AND LOCAL AUTHORITIES TO TAKE ON THE COUNTERFEIT PROBLEM GLOBALLY

With counterfeits being sold and manufactured across countries, a brand needs to have a global strategy to tackle the problem. This means following complex legal systems and laws across national borders, working with the local authorities there while tracing and tracking counterfeit sales and IP violations in these jurisdictions.

In this session, global thought leaders will discuss:

- Challenges and perils of tackling counterfeits across national borders
- Legal filings, standards and protocols you need to follow across jurisdictions
- Best practices for working with local authorities to track, enforce IP and prosecute counterfeiters



**Kasie Brill**  
Senior Director, Brand Protection  
**Global Intellectual Property Center at U.S. Chamber of Commerce**



**Daniel Callaghan**  
Group Supervisor (A), Homeland Security Investigations  
**NY IPR General Group**

## 12:30 NETWORKING LUNCH BREAK



1:30 PM **CASE STUDY: ABS-CBN SHUT DOWN PIRATE SITES AND GOT THE GUILTY IN JAIL WORKING ACROSS CROSS BORDER JURISDICTIONS.**

Attend this sessions to see how ABS-CBN is going after every pirate wherever they live and operate. The brand recently collaborated with the police in Shenzen, China to arrest the makers of illegally programmed pirate IPTV boxes. Its' earlier efforts have included working with the likes of Dubai Department of Economic Development & Intellectual Property Rights Section to stop online piracy of the Mayweather-Pacquiao world championship match last May and working with Philippine National Police Anti-Cybercrime Group (PNP-ACG) for the arrest of Jonathan Dela Cruz in Bataan, Philippines last April. He created the <http://pinoy-tv-replay.com> that showed content illegally.



**Elisha Lawrence**  
AVP, General Counsel, Head of Global  
Anti- Piracy & Content Security  
**ABS-CBN International**

2:25 PM **WINNING PRIORITY FROM GOVERNMENT AGENCIES FOR YOUR COUNTERFEIT TARGETS**

With the number of counterfeiters and the ways in which they operate increasing, government agencies can only tackle so many cases at a time. Brand owners need to know how to align their objectives with top priorities for the agencies such that they get the results they need.

In this session, we will explore ways in which to make your case 'sexy' for the prosecutors. Attend to:

- Learn what legal filings, standards and protocols you need to follow to get agencies to start working on your case
- Identify what their top priorities are for taking on a case and the information and training they need from a brand
- Develop strategic alliances with various agencies to ensure prosecution



**David Bass**  
Deputy Attorney General  
**Financial Fraud and Special Prosecutions Unit at  
the California Department of Justice**

3:00 PM **NETWORKING BREAK**

3:30 PM **COMPETITIVE COUNTERFEIT LAW ANALYSIS FOR EU, US AND CHINA TO ENSURE AN ENFORCEABLE LEGAL BRAND PROTECTION STRATEGY**

The global nature of the counterfeit problem means working across many legal jurisdictions when it comes to tackling laws related to counterfeiting. It becomes imperative for brand protection professionals and legal counsels to aware of the differences to ensure a valid and executable anti-counterfeiting and brand protection strategy.

In this session we will look at:

- Key differences between EU, US and Chinese laws for anti-counterfeiting measures
- Approaches to pursuing criminal or civil suits in these jurisdictions
- Salient points to keep in mind for forming an effective AC & BP strategy from a legal standpoint



**Martin H. Nguyen**  
Associate General Counsel  
**Vista Outdoor Inc**

4:30 PM **TOWN HALL: A RECAP OF THE SUMMIT, KEY TAKEAWAYS AND YOUR CHANCE TO ASK QUESTIONS**

This is where we hope to leave you with food for thought as you structure and implement your own brand's AC & BP program. We will also throw the floor open for you to ask additional questions from our experts that you feel you must get the answer to.

5:00 PM **END OF DAY TWO**

See you in 2018!



# THANK YOU TO OUR SPONSORS & PARTNERS



## HP

Website: <http://www.hp.com/country/us/en/welcome.html>

HP Inc. creates technology that makes life better for everyone, everywhere. The HP Inc. mission is to engineer experiences that amaze and one of the best places to do this is within the HP Graphics Solutions Business. The Graphics Solutions Business is a technology enabler for brand owners to communicate in a different way. From labels and packaging to billboards and retail shops decoration, the HP mission is to reinvent print delivering transformational customer experiences in a connected world.

## Patterson Belknap

### Patterson & Belknap Webb & Tyler's

Website: <http://www.pbwt.com>

Patterson Belknap Webb & Tyler's Anti-Counterfeiting Practice Team represents companies in a broad range of industries on matters relating to counterfeit products. Our attorneys litigate counterfeiting and product diversion cases on behalf of major international corporations, often involving counterfeit medical devices, pharmaceuticals and other consumer, industrial and electronic products where the counterfeit has the potential to cause serious injury or death. The Team is headed up by Geoffrey Potter, a highly-skilled trial lawyer with more than 20 years of experience. Patterson Belknap is a New York City based law firm with more than 200 lawyers, delivering a full range of services across approximately 20 practice groups in both litigation and commercial law. The firm is ranked seventh on The American Lawyer's 2014 "A-List" of the 20 leading law firms in the United States. For more information, please visit [www.pbwt.com](http://www.pbwt.com).



### Johnson & Pham, LLP

Website: [www.johnsonpham.com](http://www.johnsonpham.com)

Johnson & Pham, LLP is known for placing a premium on creativity, experience and common sense, thus providing our clients with legal representation of the very highest quality. The firm is distinguished by superior, individualized client service, provided in a manner which is both efficient and cost effective. Our firm is big enough to handle the largest and most complex matters, but small enough to maintain excellence at every level. Our dedication to client needs is reminiscent of an old-fashioned law firm and our knowledge of current and emerging technologies brings sophistication to complex negotiations and litigation matters.



Canadian  
Anti-Counterfeiting  
Network

Réseau  
anti-contrefaçon  
canadien

### Canadian Anti-Counterfeiting Network

Website: <http://cacn.ca/>

The Canadian Anti-Counterfeiting Network (CACN) is a coalition of individuals, businesses and associations that have united in the fight against product counterfeiting, fraud and copyright piracy in Canada and abroad.

**MICHIGAN STATE  
UNIVERSITY**

Center for Anti-Counterfeiting  
and Product Protection

### A-CAPP | Center for Anti-Counterfeiting and Product Protection

Website: <http://a-capp.msu.edu/>

The Center for Anti-Counterfeiting and Product Protection (A-CAPP) is the first and preeminent academic body focusing upon the complex global issues of anti-counterfeiting and product protection of all products, across all industries, in all markets on strategies to work effectively to detect, deter, and respond to the crime. Brand owners, government agencies, professional associations, and others all share in the challenge of responding to counterfeit goods and product protection issues. The A-CAPP Center is an independent, interdisciplinary evidence-based hub, offering research, educational programs, information, and partnership opportunities designed to assist in protecting brands and products of all industries worldwide.

# PRICING & REGISTRATION

End User Pricing:	Register & Pay by June 30	Register & Pay by July 28	Register & Pay August 25	Standard Price
Conference Only	<b>Save \$600</b> \$1,399	<b>Save \$400</b> \$1,599	<b>Save \$200</b> \$1,799	\$1,999
All Access (Main Conference + 3 Workshops)	<b>Save \$600</b> \$2,399	<b>Save \$400</b> \$2,599	<b>Save \$200</b> \$2,799	\$2,999
Individual Workshops	\$549			

\*\*End-Users = Brand Owners

Vendor Pricing:	Register & Pay by June 30	Register & Pay by July 28	Register & Pay August 25	Standard Price
Conference Only	<b>Save \$600</b> \$2,499	<b>Save \$400</b> \$2,699	<b>Save \$200</b> \$2,899	\$2,999
All Access (Main Conference + 3 Workshops)	<b>Save \$600</b> \$3,499	<b>Save \$400</b> \$3,699	<b>Save \$200</b> \$3,899	\$4,099
Individual Workshops	\$549			

TEAM DISCOUNTS / Number of Attendees	Savings
2-3	10% OFF
4-5	15% OFF
5 or more	20% OFF

## ASK ABOUT OUR GOVERNMENT DISCOUNT RATE!

\*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

### Please Note:

- Payment must be in USD.
- All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Please view our registration policy for full information about payment, cancellation, postponement, substitution and discounts.
- Please note, multiple discounts cannot be combined.
- A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.
- Prices are in US Dollars and are subject to a 13% HST.

**Make Checks Payable In U.S. Dollars To: IQPC**  
\* CT residents or people employed in the state of CT must add 6.35% sales tax.

**Team Discounts:** For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

### Details For Making Payment Via EFT or Wire Transfer:

Bank Name: JP Morgan Chase & Co.  
Name on Account: Penton Learning Systems LLC dba IQPC  
Account #: 937-332641  
ABA/Routing #: 021000021  
Reference: IQPC: 10633.019

**Payment Policy:** Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit [www.iqpc.com/cancellation](http://www.iqpc.com/cancellation)

**Special Dietary Needs:** If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

©2016 IQPC. All Rights Reserved. The format, design, content and arrangement of this brochure constitute a trademark of IQPC. Unauthorized reproduction will be actionable under the Lanham Act and common law principles

# THREE EASY WAYS TO REGISTER

**1** CALL  
1-800-882-8684

**2** Email  
[enquiry@IQPC.com](mailto:enquiry@IQPC.com)

**3** Register online at  
[www.anticounterfeitingsummitwest.com](http://www.anticounterfeitingsummitwest.com)

## VENUE & ACCOMODATIONS

### New York, NY

Stay tuned for more information soon!



## STAY UP-TO-DATE

Visit the conference website at [www.anticounterfeitingsummit.com](http://www.anticounterfeitingsummit.com) for the latest resources including whitepapers, speaker interviews, and presentations. All content is free, available 24/7 and new content is added regularly. If you have something you would like to contribute to the Resource Center, email: [Katrina.Savarino@iqpc.com](mailto:Katrina.Savarino@iqpc.com)

## ABOUT THE PRODUCERS

Legal IQ, a division of IQPC, provides useful training courses, conferences, and expositions for Anti-Counterfeiting & Brand Protection executives to network and learn the latest legal issues impacting organizations today. Legal IQ focuses on establishing an interactive experience featuring practical, objectives, and up-to-date insight from legal industry leaders. For more information, visit [www.legaliqonline.com](http://www.legaliqonline.com)