19th 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

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

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

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

Robert William Erb
CEO & General Counsel
Schutt Sports

Wayne Mack
Counsel
US Golf Manufacturers Anti-Counterfeiting Working Group

Larry Rickles
Chief Trademark Counsel
Teva Pharmaceuticals

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

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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:

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Corporate Counsel
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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

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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

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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!

September 27-29, 2017
New York, NY
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 PM  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
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 in 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

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 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
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 out experts that you feel you must get the answer to.

5:00 PM  END OF DAY TWO

See you in 2018!
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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
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decoration, the HP mission is to reinvent print delivering transformational customer experiences
in a connected world.

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
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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
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.

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.
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3. Register online at
   www.anticounterfeitingsummitwest.com

VENUE & ACCOMMODATIONS

New York, NY
Stay tuned for more information soon!

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