

9th Anti-Counterfeiting & Brand Protection East Coast

Limited Space for our inaugural
Pre-Conference Enforcement Focus Day.
Register TODAY

Comprehensive Approaches to
Combat Counterfeiting: Integrating
People, Processes and Technology

September 19 - 21, 2012

New York, NY

www.anticounterfeitingsummit.com

By attending this program, you will:

- ✓ **Learn effective methods** to create, communicate, and enforce a clear IP protection strategy throughout the organization
- ✓ **Build and conduct** a comprehensive IP audit to assess risks to your product and brand
- ✓ **Ascertain what information you need** to provide law enforcement to successfully stop the distribution of counterfeit and grey market goods
- ✓ **Implement the latest** and most effective tools and technologies to battle counterfeiters
- ✓ **Implement** effective investigative strategies to identify and monitor infringing activities
- ✓ **Explore Practical "hands on" approaches** to protecting brands, customers and reputations online
- ✓ **Gain actionable insights** and strategies for securing the supply chains of the 21st century
- ✓ **Updates on new counterfeiting** and trademark cases that are pushing the envelope

Take advantage of the following:

- **Network** - Realign, reinforce and develop networks. Meet with brand protection managers, directors of investigations, legal counsel, as well as law enforcement officials who will discuss some of their recent successes and challenges in today's world
- **Learn** - Develop and expand knowledge of anti counterfeiting processes, challenges and outlook. What are other brand owners doing, what's worked, what's failed, and what should we be on the lookout for?
- **Educate** - Share best practices and lessons learned: A unique opportunity to exchange ideas and address anti-counterfeiting and brand protection matters in an open forum
- **Minimal investment** - All of the above is packaged in a conference rate of \$1,099 for industry practitioners

Featuring a
Distinguished
Speaker Faculty
from Organizations
such as :



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PAUL MITCHELL

FIFTH PACIFIC
CORPACIES

INVISTA

SPECIALIZED
Hypertherm

Symantec

Counterfeiting continues to
have a damaging impact on
brand owners and hurts
the profitability and success
of your business.

"IQPC's Anti-Counterfeiting & Brand Protection Summit helped expose key gaps that existed in our company's global anti-counterfeiting efforts and offered insightful strategies to help fill those gaps. It was an exciting opportunity to learn from companies who have already forged the trail of counterfeit defense."

— Corporate Intellectual Property Counsel, Hypertherm

Register by
June 22nd and
Save \$300

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9th Anti-Counterfeiting & Brand Protection *East Coast*

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Combat Counterfeiting: Integrating
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The most effective anti-counterfeiting strategy leverages a collaborative spirit with internal stakeholders, industry partners and teams of Agents and Investigators who work to defend against rogue businesses that attempt to profit off of legitimate rights holders. Our in-depth and highly informative conference will help you to set a strategic direction for your anti-counterfeiting measures, operational practices and policy programs.

How will IQPC's Anti counterfeiting and Brand Protection program help you to overcome key legal and brand protection challenges?



Mike Hill, Enforcement specialist, **Rosetta Stone**, discusses effective and proven methods of monitoring the activities of infringers on online marketplaces and B2B/B2C websites



Brett A. Hansen, Corporate Intellectual Property Counsel, **Hypertherm, Inc.** identifies the realities of conducting IP investigations in China which have led to positive outcomes



Vikki Bresnahan, Director of Product Distribution Control, **John Paul Mitchell Systems** leverages innovative tactics to regain control the supply chain in order to protect brand image and corporate revenue streams



Geri Lynn Mankoff-Elias, Vice President & Intellectual Property Counsel, **Fifth & Pacific Companies** shares insights and effective strategies to overcome the risks and ease of brand exploitation in social media



Mike Sparling, Assistant General Counsel & Vice President, **1-800 Flowers** highlights the methods to protect your brand against potential infringers in an ever-expanding domain name system

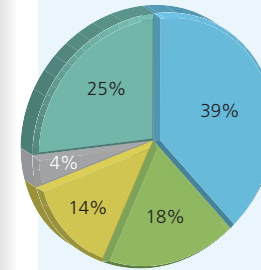


Therese Randazzo, Director, IPR Policy and Programs, **U.S. Customs and Border Protection Office** of International Trade clarifies what information CBP needs from brand owners to effectively forge a collaborative working relationship and stop the distribution of counterfeit products



Lisa J. Deere, Senior Trademark Manager, **Conair Corporation** elaborates on what technologies and services are available to assist with the removal of counterfeits

Our Attendees



- Inhouse & Legal 39%
- Outside Counsel 18%
- Brand Protection 14%
- Law Enforcement 4%
- Other 25%

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. **For any questions pertaining to CLE Credits please contact:**
Nicole.Forlenza@iqpc.com

Sponsorship and Exhibition Opportunities:

Sponsorship and exhibits are excellent opportunities for your company to showcase its product and services to senior level, target decision makers attending the **Anti-Piracy and Content Protection Summit**. IQPC and Legal IQ help companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit space – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

For more information on sponsoring or exhibiting at this or upcoming events, please contact

**Simon Copcutt at
(212) 885-2771 or
Simon.Copcutt@iqpc.com**



9:00-1:00

8:15 Registration (Coffee and Continental Breakfast)

A

U.S. Customs and Border Protection: Combating Cross-border Trade in Counterfeit Goods

Counterfeiting is a global problem that cannot be handled or resolved by just one entity. The most effective way to thwart worldwide counterfeiting comes through collaboration between law enforcement, government agencies, industry organizations and rights owners. In this in-depth master class, U.S. Customs and Border Protection will share effective practices and provide you with a checklist of how you can be proactive in developing an anti-counterfeiting strategy and working with CBP to effectively enforce your rights at the border through anti-counterfeiting measures to protect your brand

What you will learn:

- Effective ways to record and provide notice of registered rights with customs in order to obtain seizures
- The type of information that rights holders need to provide CBP's to provide them with the knowledge of what products are authentic vs. counterfeit
- First hand look of the industry-specific Centers for Excellence and Expertise which will transform the way CBP approaches trade operations, bolsters uniformity and works with the international trade community
- Analysis of the U.S. Customs and Border Protection interim rule to allow information sharing

How you will benefit:

- Coordinate the cross-sector and public-private partnerships to put a stop to the global counterfeiting problem
- Directly learn new CBP initiatives and how you can leverage this information
- Overview of what Custom's needs from brand owners to effectively forge a collaborative working relationship that meets anti-counterfeiting objectives

Therese Randazzo

Director, IPR Policy and Programs

U.S. Customs and Border Protection Office of International Trade

1:30-4:00

1:00 pm Registration (Boxed Lunch)

B

Monitoring, Shutting Down, and Building Successful Cases Against Counterfeiting and Piracy

The threat posed by counterfeit and pirated goods cannot be underestimated and the number of cases in the US and abroad indicated that counterfeiters continue to conduct illicit activities to infringe on the legitimate rights of brand owners. The best thing brand owners can do is to continually and effectively monitor the marketplace and equip themselves with the tools to fight counterfeiters head on. This in depth workshop will provide you with the tools and strategies to create a robust and solid investigation and give practical advice and best practices to pursue legal action against infringers

What you will learn:

- Effective and proven methods of monitoring the activities of infringers on online marketplaces and B2B/B2C websites
- Investigating who is running counterfeiting activities and strategies and techniques to effectively preserve evidence
- Methods for efficiently taking down infringing websites and advertisements

How you will benefit:

- Effective and accurate methods of monitoring the online marketplace and identifying counterfeit products
- Determining when and how to effectively outsource investigative work
- Developing and building robust cases against infringers

Mike Hill

Enforcement specialist

Rosetta Stone

“A Solid event. Educational with applicable take away items with an engaging and entertaining lineup on presenters.”

– Assistant General Counsel & Vice President, 1-800-FLOWERS.COM

- 9:00 **Protecting Your Brand Against the Sale of Counterfeits Online**
- New struggles resulting from the anonymity the internet affords
 - How to track and limit counterfeit activity without harming your real customers?
 - Tools and technologies to successfully identify, monitor and take down infringers on online marketplaces and B2B/B2C websites
 - How and when to notify consumers of the danger that counterfeit products pose

Moderator:

Frederick Felman
CMO
MarkMonitor

Tiffany Walden
Senior Counsel - Global Brand Enforcement
Tory Burch LLC

- 9:45 **Beyond Whac-a-Mole: The Latest Anti-counterfeiting and Intellectual Property Enforcement Measures**
- Innovations in authentication and brand protection technologies
 - What technologies and services are available to assist with the removal of counterfeit products
 - How effective are the technologies? the pros and cons of different technologies to protect your global supply chain
 - The relative merits and drawbacks of overt, covert and forensic technologies

Lisa J. Deere
Senior Trademark Manager
Conair Corporation

Laetitia Jouhaud
Associate Brand Protection Specialist,
Symantec Corporation

- 10:30 **Networking Break (Speed Networking)**

- 11:15 **gTLD Expansion: The Impact on Brand Strategy and Likelihood of Disputes**
- Methods to protect your brand against potential infringers in an ever-expanding domain name system
 - Discover how the new gTLD regime will work in practice
 - Overview of objections to proposed TLD's and how to make them
 - How important will brand specific or generic names be in a companies' brand strategy

Michael Sparling
Assistant General Counsel & Vice President
1-800-FLOWERS.COM

- 12:00 **Developing and Implementing a Cost- Effective Brand Protection Strategy**
- Best practices and effective techniques to facilitate a holistic and multifaceted strategy to protect your brand and revenue streams
 - How to deliver an effective anti counterfeiting program when facing cost restraints
 - Proven brand protection techniques and strategies
 - Measuring the ROI: tools to assist in the measurement and analysis of your legal spend

Heike Bhonsle
Anti-counterfeiting Director,
Lacoste

Bret Parker
Vice President &
Associate General Counsel
Elizabeth Arden, Inc.

Justin Pierce
Partner
Venable LLP

- 12:45 **Networking Lunch**

- 1:45 **Strategies to Ensure IP Protection in Social Media**
- Ways to protect IP and manage potential abuse on social networks.
 - Overview of the risks and ease of brand exploitation in social media
 - Leveraging two-way communication channels to educate your consumers on where the problem is and the effectiveness of anti-counterfeiting activities

Gerl Lynn Mankoff-Elias
Vice President & Intellectual Property Counsel
Fifth & Pacific Companies

- 2:30 **Tailored Strategies to Combat Grey Market and Parallel Imported Goods**
- Unique new ways that manufacturers are marking their products so as to quickly tell what is counterfeit and what is not
 - Overview of the players involved and the challenges to overcome when trying to circumvent the importation of grey market goods
 - Insight into the different methods goods are being shipped and imported without getting caught
 - How to regain control over your supply chain in order to protect your brand image and competitive strategy in the marketplace

Vikki Bresnahan
Director of Product Distribution Control
John Paul Mitchell Systems

- 3:15 **Afternoon Networking Break**

- 4:00 **Building Successful Criminal Cases to Combat Counterfeiting and Fraud**
- What information brand owners need to provide to law enforcement agencies to build successful criminal prosecutions
 - Overview of the practical challenges in bringing criminal cases against counterfeiters
 - Methods to forensically identify their legitimate vs. counterfeit products to successfully apprehend counterfeit shipments
 - How to handle evidence to ensure positive outcomes

Mike Hill
Enforcement specialist
Rosetta Stone

- 4:45 **Current Government Initiatives to Assist in the Fight Against Counterfeiting**
- Benefits of coordinating anti-counterfeiting efforts with government agencies and industry associations
 - Update on current and pending legislation (301 Special Report, NDAA 2012, U.S. Customs interim rule)
 - Highlighting IPR and HSI investigative strategies to combat counterfeiting

Therese Randazzo
Director, IPR Policy and Programs
U.S. Customs and Border Protection
Office of International Trade

William G. Ross
Unit Chief - Field Support Unit
Homeland Security Investigations-
National IPR Center

- 5:30 **End of Conference Day 1**

9:00 **Panel: In Depth Examination of Conducting a Counterfeiting Investigation**

- Narrative of conducting a successful investigation to take down infringers
- Identifying an appropriate investigative strategy and best practices to work with the various stakeholders
- Conducting targeted actions that protect IP rights and business objectives
- Methods to build strong ties with international partners to create wide networks for investigations

Susan Stearns
Senior Counsel Trademark and Marketing
INVISTA

Andrew Love
Brand Security & Global investigations
Specialized Bicycles

9:45 **Customizable, Creative and Global Brand Protection Strategies**

- Lessons Learned from cases and favorable jury awards such as: Louis Vuitton Malletier, S.A. v. Akanoc Solutions, Inc.,
- Overview of the impact of winning the ITC trademark battle on the well-protected Louis Vuitton toile trademark
- Investing appropriate resources and strategies tailored to a company's specific enforcement needs

Valerie Sonnier
Global Intellectual Property Director
Louis Vuitton

Michael J. Allan
Partner
Steptoe & Johnson LLP

10:30 **Morning Networking Break**

11:15 **Protecting the Patient : Identifying the Challenges and Opportunities to Meet a Company's Anti-Counterfeiting Strategy**

- Overview of the recent FDA guidelines on what is expected in the case of stolen products
- Building the team: collaboration between IT, Supply Chain, Manufacturing, Regulatory, Quality, and Commercial
- Identify the full spectrum of sensory authentication techniques and technologies to aid in investigations and enforcement
- Ways to educate patients, law enforcement and customs on how to distinguish legitimate vs. counterfeit products in order to prevent large liability claims

Peter Maniago
Director, Contract Strategy and Operations,
Roche Diagnostics

12:00 **The Realities of Conducting IP Investigations in China: A US Manufacturing Company's Induction into the Dark World of Chinese Counterfeiting**

- Overview of investigation techniques being conducted and evidence that needs to be gathered
- What resources are available in the country and what can you expect?
- How can you use the information you gather?

Brett A. Hansen
Corporate Intellectual Property Counsel
Hypertherm, Inc.

12:45 **Networking Lunch**

1:45 **Creative Inspiration or Counterfeit: The Importance of IP Protection in the Fashion Industry**

- The impact of recent case law on brands
- Where do you draw the line between counterfeit and creative inspiration
- Effective ways and methods to protect against counterfeiting: Highlighting design features that can be protected
- Overview of proposed legislation to protect fashion designers

Marcella Ballard
Partner
Venable LLP

2:30 **Strategies to Protect Your IP Around the World**

- Update on pending U.S. and international IP legislation and trade agreements
- Insight into how governments from around the world collaborate to combat global counterfeit distribution
- Methods to protect IP in countries that a brand holder does not have a trademark registration or a sales presence
- Identifying the unique strategies and resources other countries are implementing to combat their counterfeiting problem

Susan F. Wilson
Director, Office of Intellectual Property Rights,
International Trade Administration
U.S. Department of Commerce

Steven M. Tepp
Chief Intellectual Property Counsel
Global Intellectual Property Center
U.S. Chamber of Commerce

3:15 **Afternoon Networking Break**

4:00 **Enforcement: The Role of the FBI in Counterfeiting Cases**

- How the FBI is currently addressing intellectual property crime and partnering with U.S. government agencies
- Learn what law enforcement and investigators are seeing on the street
- Suggestions to brand owners on how to mount a successful attack on crime
- What trained investigators do when notified of infringements and how brands can take a proactive rather than reactive role in the fight

Scott Augenbaum
Supervisory Special Agent
FBI

4:45 **End of Conference**

Registration Information

END USER PRICING	Register & Pay by June 22	Register & Pay by July 27	Register & Pay by August 31	Standard
Conference Only	\$1,099 (Save \$300)	\$1,199 (Save \$200)	\$1,299 (Save \$100)	\$1,399
All Access	\$1,499 (Save \$300)	\$1,599 (Save \$200)	\$1,699 (Save \$100)	\$1,799

VENDOR PRICING	Register & Pay by June 22	Register & Pay by July 27	Register & Pay by August 31	Standard
Conference Only	\$1,399 (Save \$300)	\$1,499 (Save \$200)	\$1,599 (Save \$100)	\$1,699
All Access	\$1,799 (Save \$300)	\$1,899 (Save \$200)	\$1,999 (Save \$100)	\$2,099

Please note:

- 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 note a qualified retailer is not:** Any service provider to retail organizations - Including software vendors, internet developers, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising. IQPC reserves the right to enforce the rate for non-retailers.

All access pass includes conference + all workshops. 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.

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CT residents or people employed in the state of CT must add 6.3% 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.

Special Discounts Available: A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

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 IQPC: 937332641
 ABA/Routing #: 021000021
 Reference: Please include the name of the attendee(s) and the event number: 10633.009

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

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

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About Our Sponsors:



Venable LLP

Website: www.venable.com

An American Lawyer top 100 law firm, Venable LLP has an anti-counterfeiting and brand protection team with years of experience battling piracy and protecting intellectual property. We have recovered substantial damage awards against counterfeiters for our clients as well as facilitated the seizure and destruction of counterfeit products. Before a product goes to market, Venable's experienced professionals provide counseling to help register and protect the intellectual property of the product in the United States and worldwide. Once the product is launched, we help safeguard it through a highly effective IP enforcement and anti-counterfeiting program. Venable also has a long record of working with regulatory and law-enforcement agencies to address counterfeiting issues on behalf of our clients. Our team has well-established relationships with agencies such as the Federal Trade Commission, the Food and Drug Administration and the Consumer Products Safety Commission.

For over a century, we have built our firm based on a simple and enduring premise: We see the world through the eyes of our clients. We immerse ourselves in our clients' businesses so that we fully understand the context of their anti-counterfeiting legal issues. To learn more about our Intellectual Property Practice, visit <http://www.venable.com/intellectual-property-overview-practices>.



MarkMonitor

Website: www.markmonitor.com

MarkMonitor, the global leader in enterprise brand protection, offers comprehensive solutions and services that safeguard brands, reputation and revenue from online risks. With end-to-end solutions that address the growing threats of online fraud, brand abuse and unauthorized channels, MarkMonitor enables a secure Internet for businesses and their customers. The company's exclusive access to data combined with its patented real-time prevention, detection and response capabilities provide wide-ranging protection to the ever-changing online risks faced by brands today. For more information, visit www.markmonitor.com.



Melbourne IT:

Melbourne IT DBS has gained the recognition as the number one provider of domain name management solutions for enterprise organizations. We provide a range of interrelated solutions – domain name registration and management, online fraud detection and mitigation – and consulting and management services for the creation of private top level domains (new gTLDs and IDN TLDs). From offices in Asia, Australia, Europe and the United States we deliver personalized assistance to intellectual property owners, marketing and IT professionals on a global scale. Melbourne IT Digital Brand Services is a division of Melbourne IT Ltd (ASX:MLB).



OpSec

Website: www.opsecsecurity.com

OpSec Security is the global brand protection leader --- the gold standard in total integrated physical and online brand security. OpSec provides its clients with 24/7, 360 degree brand vigilance. Covering every facet of the product's life cycle, from factory through distribution, and retail challenges, OpSec protects many of the world's most recognizable brands, over \$100 billion in branded goods annually, through its leading edge anti-counterfeiting technologies, services, and programs. Whether it is combating counterfeiting, gray market diversion, unauthorized e-commerce, or online and physical retail brand abuse, OpSec is dedicated to ensuring that your brands are always secure. That's 360 degree brand vigilance. For more information, visit us at www.opsecsecurity.com or call 617-226-3000.

Venue Information:

Venue is to be announced. Please check the website at www.anticounterfeitingsummit.com for updates and announcements. If you would like to be notified via email as soon as the information becomes available please email iqpc@iqpc.com with the following subject line: "Anti-Counterfeiting & Brand Protection Summit Venue Request".

About the Organizer:



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