

SEPTEMBER 24 - 25, 2019  
Marriott-East Lansing, Michigan

## BRAND PROTECTION STRATEGY SUMMIT

BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

Join us for our 5th summit hosted for our brand owner, law enforcement and academic partners where attendees will share, learn, and network with one another through open, collaborative, meaningful, and participant-led conversations.

Our 2019 summit will include interactive panel discussions, spark tables, research labs, and strategy sessions that will focus on our research and best practices.

### SEPTEMBER 23 | 1p - 5p

Preconference Seminar: Beyond On-Line Counterfeit Takedowns-Proactive Engagement of Social Media Users Through Consumer Psychology

### SEPTEMBER 24 | 9a - 5p

Opening Remarks and Q&A Session with Steve Francis, Director, National Intellectual Property Rights Coordination Center

Kickoff Conversation: Using Risk Assessment to Gain Insight into Larger Brand Protection and Organizational Needs

Spark Tables: Academic Showcase

Research & Practice Panel: Evolution and Trends of Consumers & Bad Actors Online

Panel: Counterfeit Investigation Life Cycle

Case Studies

Panels: Navigating Anti-Counterfeiting and Brand Protection Complexities

A-CAPP Center Showcase

### SEPTEMBER 24 | 5:30p - 9:30p

Summit Reception

### SEPTEMBER 25 | 9a - 12p

Opening Remarks

BP Hero Award and Remarks

Panel: Using Local Law Enforcement for Trademark Counterfeiting Enforcement

Spark Tables: Government, Law Enforcement, & Association Showcase

Strategy Sessions

LEARN MORE AND REGISTER AT: <https://bit.ly/2PVwtWB>



Center for  
Anti-Counterfeiting  
and Product Protection  
MICHIGAN STATE UNIVERSITY

Hosted by Michigan State University's A-CAPP Center through sponsorships from



Sponsorship opportunities are available!  
Contact Kari Kammel at [kkammel@msu.edu](mailto:kkammel@msu.edu) or Jeff Rojek at [rojekjef@msu.edu](mailto:rojekjef@msu.edu)



why  
should  
a small  
business  
attend ?

Your intellectual  
property and  
trademarks are  
your company's  
assets.

Special panel and  
strategy session  
for SMEs

Learn about brand  
protection strategies  
with a limited budget.

Learn about proactive  
measures that can  
reduce the risk of  
counterfeiting in your  
business.

Network with brand  
protection professionals from  
a range of business sizes to  
learn about their experiences.

SME FEE WAIVER AVAILABLE:  
Contact Jade Sims  
[sims@broad.msu.edu](mailto:sims@broad.msu.edu)