

GLOBAL BUSINESS CLUB: Basics of Global Brand Protection



DATE: Wednesday August 2, 2023

TIME: 12:00-1:00PM EST

LOCATION: Zoom

Protecting intellectual property rights is critical. As part of the Global Business Club series, the IBC/MSU-CIBER is partnering with the MSU Center for Anti-Counterfeiting and Product Protection (A-CAPP) to hold a webinar on the basics of global brand protection.

Featuring Kari Kammel, Director of A-CAPP, this session will provide an overview of how to prevent and react to global counterfeiting from a variety of perspectives including legal, brand security, business strategy, and business structure.



KARI KAMMEL

DIRECTOR OF THE MSU CENTER FOR
ANTI-COUNTERFEITING AND
PRODUCT PROTECTION (A-CAPP)

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