

# AGENDA

# IACC

INTERNATIONAL ANTI-COUNTERFEITING COALITION

**THE  
IACC  
2016  
ANNUAL  
SPRING  
CONFERENCE**

**Securing the Global Supply Chain  
from Counterfeiting and Piracy**

*Rights holders and intermediaries  
working together to stop fakes*

*In partnership with*

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE

**BASCAP**  
Business Action to Stop Counterfeiting and Piracy

**MAY 18-20 2016** ORLANDO, FLORIDA

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## WEDNESDAY, MAY 18

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8:30-6:00      **Registration - Florida Foyer**

9:00-10:30      **Concurrent Industry Working Group (IWG) Meetings**  
*(Open to IWG members only)*

Apparel and Footwear IWG – **Florida Ballroom A**  
Content and Media IWG – **Florida Ballroom B**  
Cosmetics and Personal Care IWG – **Challenger 38-39**  
Electronics IWG – **Challenger 40**  
Fashion Accessories IWG – **Florida Ballroom C**  
Pharmaceutical and Medical Devices – **Plaza Int’l Ballroom F**

10:30-12:00      **Concurrent Regional Task Force Meeting**  
*(First hour open to IACC members only; next 30min opened to all conference attendees)*

North America Task Force - **Florida Ballroom A**  
Asia Task Force - **Challenger 38 & 39**  
Latin America Task Force - **Florida Ballroom B**  
EMEA Task Force - **Florida Ballroom C**  
Internet Task Force - **Plaza Int’l Ballroom F**

12:00-1:30      **Concurrent Advisory Group Meetings**  
*(First hour open to IACC members only; next 30min opened to all conference attendees)*

Product Security Advisory Group - **Florida Ballroom A**  
Investigative Advisory Group - **Florida Ballroom B**  
Latin America Advisory Group - **Florida Ballroom C**

1:45-3:15

### Concurrent Workshop Roundtables – SESSION 1

*\*Advance registration required and is open only to those registered for the conference.*

<b>Workshop A: Dialogue with Intermediaries – Orlando N</b>	<b>Workshop B: Dialogue with U.S. IP Attaches – Plaza Int'l Ballroom F</b>
<p>These roundtables will present attendees a unique opportunity to discuss relevant issues with representatives from various companies ranging from payment processors, e-commerce marketplaces, etc., in a small group setting. These simultaneous, limited attendance meetings allow for open dialogue on a variety of issues. There will be no set agendas; each small discussion group will follow the needs and interests of those in attendance.</p> <p><b>Roundtable Hosts:</b> Facebook and Instagram, eBay, DHGate, Visa, MasterCard, PayPal, Mercado Libre</p>	<p>U.S. IP Attaches based in Brussels, Beijing, Bangkok, Kuwait, Lima, Moscow, and Rio de Janeiro will host a dialogue with conference attendees to provide updates on IP enforcement and policy issues in their respective regions and to better understand industry's IP concerns as well as identify collaborative opportunities in those markets. This is a unique opportunity for attendees to share their concerns and ideas for better IP protection in a particular region and to expand their global network.</p>

3:30-5:00

### Concurrent Workshop Roundtables – SESSION 2

*\*Advance registration required and is open only to those registered for the conference.*

<b>Workshop A: Dialogue with Intermediaries – Orlando N</b>	<b>Workshop B: Dialogue with U.S. IP Attaches – Plaza Int'l Ballroom F</b>
<p>These roundtables will present attendees a unique opportunity to discuss relevant issues with representatives from various companies ranging from payment processors, e-commerce marketplaces, etc., in a small group setting. These simultaneous, limited attendance meetings allow for open dialogue on a variety of issues. There will be no set agendas; each small discussion group will follow the needs and interests of those in attendance.</p> <p><b>Roundtable Hosts:</b> Facebook and Instagram, eBay, DHGate, Visa, MasterCard, PayPal, Mercado Libre</p>	<p>U.S. IP Attaches based in Brussels, Beijing, Bangkok, Kuwait, Lima, Moscow, and Rio de Janeiro will host a dialogue with conference attendees to provide updates on IP enforcement and policy issues in their respective regions and to better understand industry's IP concerns as well as identify collaborative opportunities in those markets. This is a unique opportunity for attendees to share their concerns and ideas for better IP protection in a particular region and to expand their global network.</p>

5:00-5:30

### New and Prospective Member Orientation - *Challenger 40*

5:30-7:30

### Welcome Reception – Hosted by IACC and ICC BASCAP – Plaza G-H



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## THURSDAY, MAY 19

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*Wifi Sponsored by Gibney, Anthony & Flaherty, LLP*

- 7:00-5:00            **Registration - Florida Foyer**
- 7:00-9:00            **Breakfast & Exhibit Viewing – Sponsored by Systech International – Florida Ballroom B**
- 8:30-9:00            **Board of Directors Elections (Executive Members / Rights-holders only) – Florida Foyer**
- 9:00-9:15            **Opening Ceremony Welcome – Plaza D-G**  
**Dawn Atlas**, IACC Chair
- 9:20-9:40            **VIP Remarks – Plaza D-G**  
**Jeffrey Hardy**, Director, ICC BASCAP
- 9:40-10:00           **VIP Remarks – Plaza D-G**  
**Bob Barchiesi**, IACC President
- 10:00 – 10:20        **Keynote Remarks – Plaza D-G**  
**Honorable Max Baucus**, U.S. Ambassador to the People’s Republic of China
- 10:20-10:40         **Keynote Remarks – Plaza D-G**  
**Jack Ma**, Executive Chairman, Alibaba Group
- 10:45-11:15         **Networking Break & Exhibit Viewing – Sponsored by Baker & McKenzie - Florida Ballroom B**
- 11:15-11:30         **Counterfeiting in International Trade: An update on the new OECD report – Plaza D-G – Peter Avery**, Senior Consultant, Counterfeiting and Piracy, Organisation for Economic Co-operation and Development (OECD)

11:30-12:45

### **Session 1 – Stopping the flow of counterfeits: Shared challenges – collaborative solutions – Plaza D-G**

Counterfeit and pirated goods are transported around the world in a wide range of ways. Fake goods have been seized in cargo containers shipped by sea and by air and in small packages routed through traditional mail centers and express mail carriers. Companies that transport these goods are a critical part of the supply chain and a key intermediary in stopping the flow of illicit goods. This panel of rights holders, intermediary representatives and government officials will discuss the challenges faced by the transport operators and rights holders, what steps are being taken to stop the criminal infiltration of the supply chain and what more can be done collaboratively to stop the shipment of fake goods.

**Moderator – Meena Sayal**, Global Brand Protection Director, Unilever

#### **Speakers:**

- **Norman Schenk**, Vice President, Global Customs Policy & Public Affairs, UPS
- **D’Arcy Quinn**, Director, Anti-Counterfeiting, CropLife International
- **Julio Velez**, Americas Anti-Counterfeiting Investigations Manager, HP Inc.
- **Tomas Garcia-Lomas**, Illicit Trade Strategies & Prevention, Philip Morris International

12:45-1:45

### **Lunch - Plaza H-K**

1:45-3:15

### **Session 2 – Where are counterfeits made, warehoused and sold? – Eliminating the criminal’s place of doing business – Plaza D-G**

What would happen if the criminal operators had no place to make, store, distribute and sell their illicit goods? The question highlights the importance of property owners and landlords as intermediaries in the supply chain for counterfeit goods. Landlords may knowingly or unknowingly rent space for manufacturing, warehousing or sale of these goods, and they typically are not in the business of regularly inspecting the nature of the business once they have a lease. This leads to a critical vulnerability in the supply chain. In this panel, rights holders and property owners will explore how they can work together to identify and address the vulnerabilities and effectively deny counterfeiters access to the space to do business.

**Moderator – James Whymark**, Senior Associate, Baker & McKenzie

**Speakers:**

- **Josephine Rima Santiago**, Director General, Intellectual Property Office of the Philippines
- **Peter Fowler**, Regional IP Attache for Southeast Asia, U.S. Patent and Trademark Office
- **Ron Davis**, Quality Brands Protection Committee (QBPC)
- **Gustavo Giay**, Partner, Marval, O'Farrell & Mairal

3:15-3:30

**Break – Sponsored by Baker & McKenzie - Florida Ballroom B**

3:30-5:00

**Session 3 – Developing Best Practices across E-Commerce Platforms to Address Counterfeiting and Piracy – Plaza D-G**

The Internet marketplace has become a complex, inter-connected network built to deliver a seamless range of online services and products to consumers and businesses. At the same time, this new online environment has created enormous opportunities for criminal networks to market, sell and distribute counterfeit and pirated goods. This panel will discuss the challenges faced by rights-holders across e-commerce platforms, followed by a discussion on best practices to address and mitigate the threat of counterfeits on online marketplaces. Government representatives will provide insights on what their respective countries are doing collaboratively with rights-holders and platforms to combat online fakes.

**Moderator – Dawn Atlas**, Vice President, Enforcement and Assistant General Counsel, Calvin Klein

**Speakers:**

- **Julien Dudouit**, Global IP Brand Manager - Legal Intellectual Property, eBay Inc.
- **Matthew Bassiur**, Head of Global Intellectual Property Enforcement, Alibaba
- **Chris Oldknow**, Senior Consultant, ICC BASCAP
- **Joel Blank**, IP Attaché to China, U.S. Patent and Trademark Office
- **Adam Williams**, Deputy Director, International Policy Directorate, UK Intellectual Property Office

5:00-5:15

**Day 1 Closing - Plaza D-G**

5:30-7:00

**IACC Board of Directors Meeting (BOD members only) - Boardroom**

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## FRIDAY, MAY 20

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- 7:00-2:00      **Registration - Florida Foyer**
- 7:00-9:00      **Breakfast & Exhibit Viewing - Florida Ballroom B**
- 9:00-9:10      **Opening and Day 2 Welcome - Plaza D-G**
- 9:10-9:30      **Keynote Remarks – Plaza D-G**  
**Daniel Marti**, U.S. IP Enforcement Coordinator (invited)
- 9:30-11:00      **Session 4 – Challenges and solutions to mitigating counterfeiting and piracy on search, advertising and content sharing services – Plaza D-G**  
Search engine, advertising and content sharing services play a key role in facilitating consumer access to products and creative content on the Internet. Panelists will discuss current policies and procedures in how search engine operators and content sharing providers ensure illegal content and products are mitigated on these platforms, challenges in enforcing those policies and potential approaches to resolve them. Furthermore, speakers from online advertising services and brand owners will share practices and programs aimed at preventing legitimate advertisements from appearing on illicit websites.  
  
**Moderator- David Green**, Vice President, Public Policy, NBCUniversal  
**Speakers:**
- **Rachel Nyswander Thomas**, Senior Vice President, Operations & Policy at TAG
  - **Vicki Sheckler**, Deputy General Counsel, Recording Industry Association of America (RIAA)
  - **Peter Szyszko**, CEO, whiteBULLET
- 11:00-11:15      **Break – Sponsored by Baker & McKenzie - Florida Ballroom B**

11:15-12:45

### **Session 5 – Following the Money – taking profitability away from counterfeiters – Plaza D-G**

Counterfeiters and pirates are in the business to make money. Disrupting their ability to collect payments from unwitting consumers and driving up the cost of conducting their illicit business have proven to be effective deterrents. Panelists from credit card companies, brands and law enforcement will discuss innovative ways they have been able to strike counterfeiters where it hurts most – their wallet. Speakers will also highlight continuing challenges and evolving tactics used by counterfeiters to evade detection that underscore the need for brands, intermediaries and government alike to keep pace.

**Moderator - Lara Miller**, Associate Counsel and Director of Special Programs, IACC

#### **Speakers:**

- **Martin Elliott**, Senior Director, Visa
- **Farnaz Alemi**, Vice President & Senior Legal Counsel, Global Content Protection Internet, Motion Picture Association of America (MPAA)
- **Carlos Linares**, Vice President, Anti-Piracy Legal Affairs, Recording Industry Association of America (RIAA)
- **Paul Paolucci**, Vice President, Law and Franchise Integrity, MasterCard International
- **Lisa Meyerhoff**, Partner, Baker & McKenzie

12:45-1:45

### **Boxed Lunch - Florida Ballroom B**

1:45-3:00

### **Session 6 – No name, no website, no sale – blocking and seizing domain names and infringing sites – Plaza D-G**

Internet hosting services, domain registrars and registries, and internet access providers provide the services that are the technical backbone of the internet. Domain names and addresses are a basic piece of the internet puzzle, and the assignment of these names is controlled by ICANN and administered by registries and registrars around the world. The system works amazingly well given the breadth and complexity involved. However, it is vulnerable to abuse by those who sell counterfeits and unlicensed content, and these abuses confuse and mislead consumers into unknowingly making transactions for fake goods and services, including many that are unsafe and harmful. This panel will look at the current system and the approaches and best practices for blocking domain name abuses and seizing existing illegal and illegitimate sites.



**Moderator – Deborah Wilcox**, Partner, Baker & McKenzie

**Speakers:**

- **Sarah Levitt**, Senior Counsel Content Protection, Motion Picture Association of America (MPAA)
- **Chris Vansteenkiste**, Cluster Manager Counterfeiting, Europol
- **Zachary Wolf**, Client Services Manager, MarkMonitor
- **Brian Winterfeldt**, Partner, Mayer Brown

3:00-3:30

**Conference Close**