



**Forum on Brand Protection and
Anti-Counterfeiting Strategies**
June 6, 2019

A G E N D A

Clara Barton Auditorium, United States Patent and Trademark Office, Alexandria, VA

9:30-9:45 AM

Registration

9:45-9:55 AM

Welcoming Remarks

Mary Boney Denison

Commissioner for Trademarks, United States Patent and Trademark Office

David Franklyn

Professor of Law, Golden Gate University School of Law, and Executive Director, McCarthy Institute

Shira Perlmutter

Chief Policy Officer and Director for International Affairs, Office of Policy and International Affairs,
United States Patent and Trademark Office

9:55-10:00 AM

Opening Remarks

Andrei Iancu

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and
Trademark Office

10:00-10:10 AM

Keynote Address

Hon. Henry C. "Hank" Johnson (GA-04)

Chairman, House Judiciary Subcommittee on the Courts, Intellectual Property, and the Internet

10:10-10:40 AM

A One-on-One Conversation

Guest:

Tanya Fickenscher

Vice President and Deputy General Counsel, Major League Baseball

Interviewer:

Peter N. Fowler

Senior Counsel for Enforcement, Office of Policy and International Affairs, USPTO

10:40-11:00 AM

Networking Break

11:00-11:50 AM

Session 1: Fighting Counterfeits in a Global and Online Market: Will It Always Be an Uphill Battle?

Panel:

Cynthia H. Braddon

Head of Communications and Public Policy, Transnational Alliance to Combat Illicit Trade (TRACIT)

Kasie Brill

Senior Director, Brand Protection, U.S. Chamber of Commerce's Global Innovation Policy Center
(GIPC), Executive Director of the Global Brand Council



Ayala Deutsch

Executive Vice President & Deputy General Counsel, NBA Properties, Inc., President-Elect, International Trademark Association (INTA)

Gail Podolsky

Chair, Anti-Counterfeit Committee, American Intellectual Property Law Association

Sanjiv Sarwate

Chair, Anti-Counterfeiting Committee, Intellectual Property Owners Association

Moderator:

Peter N. Fowler

Senior Counsel for Enforcement, Office of Policy and International Affairs, USPTO

11:50-12:00 PM

Special Remarks

Timothy Trainer

President of Global IP Strategy Center, PC

12:00-1:00 PM

Lunch

1:00-1:50 PM

Session 2: Innovation in Brand Protection: Utilizing New Technologies Against Counterfeits

Panel:

Brian J. King

Director of Internet Policy and Industry Affairs, Mark Monitor

Michael J. LeMieux

Brand Protection Consultant, Yellow Brand Protection

Michael C. Maier

Senior Group Counsel NA and Senior Group IP Counsel, Avery Dennison

Vidyuth Srinivasan

Chief Executive Officer, Entrupy

Mike Walsh

Business Development Manager, SICPA Securink Corporation

Moderators:

Ameen Imam

Attorney-Advisor, Office of Policy and International Affairs, USPTO

David Franklyn

Professor of Law, Golden Gate University School of Law, and Executive Director, McCarthy Institute

1:50-2:40 PM

Session 3: Enlisting Allies in the Fight Against Counterfeits

Panel:

Travis D. Johnson

Vice President – Legislative Affairs, Senior Counsel, International Anti-Counterfeiting Coalition

Bruce Foucart

Deputy Director, BASCAP

Bonnie Niederstrasser

Director, Policy and Programs, Trustworthy Accountability Group, Inc.

Jeffrey Rojek, Ph.D.

Director, Anti-Counterfeiting and Product Protection Center, Michigan State University

Moderator:

William T. Gallagher

Professor of Law and Director, IP Law Center, Golden Gate University School of Law



2:40-3:00 PM

Networking Break

3:00-3:50 PM

Session 4: Consumer Protection and Counterfeits: Public Messaging as a Strategy

Panel:

Libby Baney

Senior Advisor, Alliance for Safe Online Pharmacies

Tiffany Pho

Advisor, International Trademark Association (INTA), Anticounterfeiting

Abigail Stempson

Director, NAGTRI Center for Consumer Protection, National Association of Attorneys General (NAAG)

Khaalid Walls

Northeast Region Communications Director, U.S. Immigration and Customs Enforcement, U.S. Department of Homeland Security

Moderator:

Ann M. Harkins

Chief Executive Officer, National Crime Prevention Council

3:50-4:50 PM

Session 5: What Government Can Do: Strategies by Federal Agencies

Panel:

Jim Joholske

Director, Office of Import and Surveillance, U.S. Consumer Product Safety Commission

John P. Leonard

Executive Director, Trade Policy and Programs, U.S. Customs and Border Protection

John Lynch

Chief, Computer Crime and Intellectual Property Section, Criminal Division, U.S. Department of Justice

Kerry Mannion

Special Agent in Charge, Office of Criminal Investigations, U.S. Food and Drug Administration

Eric M. Proudfoot

Supervisory Special Agent, IPR Unit, Federal Bureau of Investigation, Criminal Investigative Division, National Intellectual Property Rights Coordination Center

Moderator:

Caridad Berdut

Attorney-Advisor, Office of Policy and International Affairs, USPTO

4:50 PM

Closing Remarks

Daniel Lee

Acting Assistant U.S. Trade Representative for Innovation and Intellectual Property, Office of the U.S. Trade Representative

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