



DRAFT SCHEDULE

MAY 15, 2024 - Wednesday

9:00am – 6:00pm

Registration and Badge Pick Up (*NOTE: Badge required for Welcome Reception at 5:30pm. Please pick up your badge before 6:00pm.)

11:00am – 12:00pm

First Time Attendee and New Member Mixer (By Invitation Only; RSVP required)

12:00pm – 1:00pm

Pre-Conference Workshop - Resource Optimization for Anti-Counterfeiting: Assessing and Forecasting Workload, Staffing, and Investment – Open to All

This workshop will introduce and explain important concepts of allocation modeling, an evidence-based, systematic approach to determining the amount of workload and required number of staff to effectively run any given program. The workshop will illustrate how it can be applied in the context of anti-counterfeiting. Participants will learn fundamentals of allocation modeling that will enable them to assess their anti-counterfeiting program to maximize efficiency and ROI. This methodology is applicable to all organizations, including brands, law enforcement, and others.

12:00pm – 5:00pm

Exhibitor and Networking Lounge Open

1:00pm – 5:00pm

Concurrent Breakout Sessions

Session A

LatAm Focus: Navigating Court Requirements for Third Party Expertise Reports in Certifying Counterfeits

Session B

Enforcing Marks in Unique Licensing Situations

Session A

Compliance as a Proactive Measure to Minimize Risk

Session B

The Goods are Seized, Now What?

Session C

Roundtable Dialogues with Intermediaries

Confirmed Hosts: Alibaba, Amazon, Bukalapak, eBay, Meta/Facebook, Tencent, Walmart

Due to space limitations, sign-up is required. Sign-up will open in mid-March.

Session A

Building Brand Protection Partners Internally and Externally

Session B

Strategies for Effective Online Enforcement

Session C

Roundtable Dialogues with Intermediaries

Confirmed Hosts: Alibaba, Amazon, Bukalapak, eBay, Meta/Facebook, Tencent, Walmart

Due to space limitations, sign-up is required. Sign-up will open in mid-March.

5:30pm – 7:30pm

Welcome Reception

Sponsored by: Amazon

May 16, 2024 - Thursday

8:00am – 5:30pm	Registration / Badge Pick Up
8:00am – 9:00am	Networking Breakfast and Exhibit Viewing
8:00am – 9:00am	Elections (Ballot submissions at Registration Desk)
9:00am – 10:00am	Welcome and Keynote Remarks
10:15am – 11:15am	<p>Panel 1: A View from the Top – Law Enforcement Leadership on the State of IP Enforcement</p> <p>Leadership from law enforcement agencies in the United States and around the world share their perspectives on IP enforcement and consumer protection, including their agencies’ priorities, strategic vision, and practical advice for effective collaboration with stakeholders.</p>
11:15am – 11:45am	Networking Break
11:45am – 12:45am	<p>Panel 2: Making the Case - Elements of a Successful IP Prosecution</p> <p>Experts in building and preparing cases for prosecution share advice on establishing criminal cases, from investigation, through trial and sentencing, including prosecution strategies and making the case for meaningful and deterrent penalties. Speakers will also contrast prosecuting cases across countries and different legal systems.</p>
1:00pm – 2:15pm	Lunch
2:30pm – 5:30pm	Concurrent Sessions
Session A	
LatAm Focus: Case Studies in Multi-Jurisdictional Enforcement of IP Crime in Latin America	
Session B	
Border and Market Enforcement in Sub-Saharan Africa	

Session A

Responsible Disposal of Seized Counterfeit Goods

Session B

Taking the Civil or Criminal Route – Here's How to Decide

5:30pm – 6:30pm

IACC Board of Directors Meeting

May 17, 2024 – Friday

8:00am – 12:00pm

Registration / Badge Pick Up

8:00am – 9:30am

Networking Breakfast and Exhibit Viewing

10:00am – 11:00am

Panel 3: Brand Protection across Borders: A Conversation with E-Commerce Platforms

This session will explore how online platforms' brand protection programs function across the global landscape, the challenges involved in enforcing trademarks across multiple jurisdictions, and how diverse legal and regulatory frameworks impact IP enforcement.

11:15am – 12:15pm

Panel 4: New Technologies, New Threats, New Opportunities: AI and Brand Protection

This session will gather speakers from various organizations to discuss how AI has impacted counterfeiting and piracy challenges and how AI is being used to facilitate the detection and enforcement of IP infringement.

12:30pm

Closing and Conference End