



**APRIL 27-29, 2022**  
**WASHINGTON, DC**

# CONFERENCE AGENDA

## MEET OUR CONFERENCE CO-CHAIRS



**Louise Butler**  
Global Head of Brand  
Protection  
Diageo  
*United Kingdom*



**Virginia Cervieri**  
Senior Partner  
Cervieri Monsuárez  
*Uruguay*



**Eric Hawk**  
Anti-Illicit Trade  
Director, EU + The  
Americas  
JTI  
*USA*



**Carrie Hedayati**  
Intellectual Property  
Counsel  
100% Speedlab  
*USA*



**Diana Martinez**  
Associate,  
Arochi & Lindner  
*Mexico*



**Zach Toczyński**  
Sr. Director, Global  
Brand Enforcement  
Levi Strauss & Co.  
*USA*



WEDNESDAY - APRIL 27

7:30am – 6:00pm	Registration ( <i>Foyer, Outside State Room</i> )
8:00am – 9:00am	Networking Breakfast and Exhibit Viewing ( <i>Promenade Foyer</i> )
9:00am – 10:00am	<b>Conference Opening and Keynotes (<i>Grand Ballroom</i>)</b> <ul style="list-style-type: none"><li>● Bob Barchiesi, President, IACC</li><li>● Dawn Atlas, Vice President, Enforcement and Assistant General Counsel, Calvin Klein and IACC Chairperson</li><li>● Jim Mancuso, Director, National IPR Coordination Center, HSI</li><li>● Peter Ratcliffe, Detective Superintendent, City of London Police (CoLP)</li><li>● Salvatore Russo, Fiscal, Customs and Financial Illicit Crime-Attache', Guardia di Finanza</li></ul>
10:00am – 11:15am	<b>Panel 1: The Evolution of Brand Protection – Where do we go from here? (<i>Grand Ballroom</i>)</b> <p>Like most aspects of life and business, the brand protection field was significantly impacted by the COVID-19 pandemic. Changes in customer shopping behavior, manufacturing restrictions, supply chain disruptions, internal budgets and human resources reductions, travel limitations, among other factors necessitated significant modifications to brand protection processes and structures. Speakers from government, brands, service providers and platforms will share their experiences in how they adapted to the pandemic, with an emphasis on what aspects will endure beyond the pandemic and how the brand protection community can prepare for the future.</p> <p><b>Moderator:</b> Dawn Atlas, Vice President, Enforcement and Assistant General Counsel, Calvin Klein and IACC Chairperson</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>● Michael Ball, Assistant Director, National IPR Coordination Center</li><li>● Marcus Cohen, SVP, Counterfeit Investigations, RIAA</li><li>● Colette Durst, Chief Trademark Counsel, 3M</li><li>● Daniel Shapiro, Vice President of Strategic Partnerships &amp; Brand Relationships, Red Points</li></ul>
11:15am – 11:45am	Networking Break ( <i>Promenade Foyer</i> )



12:00pm – 1:00pm

**Panel 2: Developments in Latin America (*Grand Ballroom*)**

This panel kicks off the conference’s Latin America track with a practical overview of the brand protection and counterfeiting landscape in Latin America while highlighting key issues, challenges and potential solutions to brand protection issues in the region. More in-depth discussion of those issues will follow in the workshops.

**Moderator:** Dan Ackerman, Adviser, International Computer Hacking and Intellectual Property Adviser (ICHIP) for Latin America and the Caribbean, U.S. Department of Justice

**Speakers:**

- Andrea Avendano, Counsel Anti-Counterfeiting, GlaxoSmithKline
- Tayra Barsallo, Director General National Customs Authority, Panama Customs
- DC Page, Partner, V2Global

1:00pm – 2:00pm

**Lunch and Exhibit Viewing (*East and State Room, Promenade Foyer*)**

2:15pm – 5:45pm

**Concurrent Workshops**

Concurrent Workshops – 2:15pm – 3:15pm	
2:15pm to 3:15pm	<p><b>BPE Track: Maximizing Brand Protection Actions with the National IPR Coordination Center (IPR Center) - (<i>District Ballroom – Lower Level</i>)</b></p> <p>The IPR Center will be highlighting its recent work with the pharmaceutical and medical device communities. They will be discussing their ongoing programs to support these business segments and how the government-private industry partnerships were critical to addressing the threat of counterfeits entering vital supply chains and marketplaces during the Covid-19 pandemic.</p> <p><b>Moderator:</b> Michael Ball, Assistant Director, National IPR Coordination Center</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● Thomas Duffy, Section Chief-IPU, IPR Center</li> </ul>
	<p><b>SME Track: Brand Protection for SMEs – Overview (<i>South Carolina Room – 2<sup>nd</sup> Floor</i>)</b></p> <p>This interactive workshop will be an overview session on the basics and key strategies for the beginnings of a brand protection program. Speakers will provide fundamental and budget friendly tips on how to kickstart a brand protection program. The session will also cover steps businesses should take to protect themselves from IP theft as well as set themselves up for enforcement actions if/when IP theft occurs.</p> <p><i>*Non-SMEs are welcome to attend. Companies or individuals at the nascent stages of their brand protection program or who simply want a refresher are welcome!</i></p> <p><b>Moderator:</b> Carrie Hedayati, Intellectual Property Counsel, 100% Speedlab</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● Jason Drangel, Managing Partner, Epstein Drangel</li> <li>● Ping Gu, Zhong Equity Partner, Zhong Lun</li> <li>● DJ Smith, Director of Global Brand Protection, LifeScan</li> </ul>



**Concurrent Workshops – 2:15pm – 3:15pm**

**LatAm Track: Changes that are Here to Stay in the Fight against Counterfeiting in LATAM (*Grand Ballroom*)**

This session will take a closer, more operational look at how the COVID-19 pandemic affected brand protection efforts in the region. Government and industry speakers will share their perspectives as well as views on the way forward.

**Moderator:** Virginia Cervieri, Senior Partner, Cervieri & Monsuarez

**Speakers:**

- Jaime Borgiano, Director General, Uruguay Customs
- Luiz Claudio Garé, Consultant, Brand Protection Group (BPG)
- Joel Talavera, Trademark Director, National Directorate of Intellectual Property (DINAPI), Paraguay
- Kiyoshi Tsuru, Founding Partner, Tsuru Morales Isla Abogados S.C.
- U.S. Homeland Security Investigations (HSI) Agent

**Concurrent Workshops – 3:30pm – 4:30pm**

**Online Track: Role of Social Media in Counterfeiting and Other Illicit Activities (*District Ballroom – Lower Level*)**

This workshop will delve into the role social media plays in online counterfeiting and its connection to other illicit activities on social media.

**Moderator:** Eric Hawk, Anti-illicit Trade Director EU+ The Americas, JTI

**Speakers:**

- Fiona Gao, Director of Brand Protection Strategy, LexisNexis
- Christopher Merriam, Senior Counsel, Computer Crime and Intellectual Property Section (CCIPS), United States Department of Justice

3:30pm

to

4:30pm

**BPE Track: You Seized the Goods, Now What? (*South Carolina Room – 2<sup>nd</sup> Floor*)**

In this workshop, speakers will discuss how different countries handle seized counterfeit goods, what options exist for brands, and when products are destroyed or donated. Hear from industry experts on how counterfeits might be destroyed sustainably. Come away with ideas on how you can advocate for and/or contribute to sustainable destruction of fakes.

**Moderator:** Cynthia Merchant, Global Security Investigator, Assoc. Director, Novartis

**Speakers:**

- Hernan Albamonte, Director, Illicit Trade Prevention, Philip Morris International
- Jim Ricaurte, President, Brand Protection, Allegiance Protection Group



	<p><b>Online Track Roundtables: Workshop Roundtables with Intermediaries – Sign-up required</b> <i>(Palm Court)</i></p> <p><b>Host Companies:</b> Amazon Counterfeit Crimes Unit (CCU), Alibaba, Mercado Libre, Tencent, Visa, Wish.com</p>
<p><b>Concurrent Workshops – 4:45pm – 5:45pm</b></p>	
<p><b>4:45pm to 5:45pm</b></p>	<p><b>BPE Track: Using Intel Intelligently</b> <i>(District Ballroom – Lower Level)</i></p> <p>This workshop will look into how companies can leverage internal resources and information from other departments to detect and enforce against counterfeiting. Customer report/complaints data, for example, as well as a company’s distributor network can provide valuable intel to any brand protection program if utilized strategically. Speakers will share experiences on how they used relevant data to inform subsequent enforcement actions and investigations.</p> <p><b>Moderator:</b> DJ Smith, Director Global Brand Protection, LifeScan  <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Ben Guy, Director of Intellectual Property Protection and Enforcement, Dolby Laboratories, Inc.</li> <li>• Lisa Smiley, Director, Global Brand Protection, Consumer, Johnson &amp; Johnson</li> </ul>
	<p><b>Online Track: Our Learnings, Your New Tools - Practical Insights from the IACC MarketSafe Program</b> <i>(South Carolina Room – 2<sup>nd</sup> Floor)</i></p> <p>IACC staff have supported hundreds of program participants, large and small, over the years. Staff experts and participants will share practical insights and tips for enforcing on Alibaba’s platforms and how to develop more effective partnerships with Alibaba.</p> <p><b>Moderator:</b> Wei-Wen Wang, Program Manager - Operations, IACC  <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Allison Cunningham, Program Manager - Strategy, IACC</li> <li>• Kari Kammel, Assistant Director, A-CAPP Center, Michigan State University</li> <li>• Lara Miller, Senior Counsel, Vice President Corporate Strategy, IACC</li> </ul>
	<p><b>Online Track Roundtables: Workshop Roundtables with Intermediaries – Sign-up required</b> <i>(Palm Court)</i></p> <p><b>Host Companies:</b> Amazon, eBay, TikTok, Walmart, Mastercard</p>

5:45pm – 7:45pm

Welcome Reception – Sponsored by



**THURSDAY - APRIL 28**

- 8:00am – 5:00pm**                      **Registration (*Outside State Room*)**
- 8:00am – 9:30am**                      **Networking Breakfast and Exhibit Viewing (*Promenade Foyer*)**
- Sponsored by:**                       **THOMSON REUTERS®**  
Special Services, LLC
- 8:00am – 9:30am**                      **IACC Board of Directors Elections – Ballot Submissions at Registration Desk (*Outside State Room*)**
- 9:30am – 10:00am**                      **Keynote Remarks (*Grand Ballroom*)**
- Mike Champion, President and CLO, The Lumistella Company
  - J. Michael Evans, President, Alibaba
- 10:00am – 11:00am**                      **Panel 3: Special RogueBlock 10-Year Anniversary Session: Fireside Chat with Payment Providers (*Grand Ballroom*)**
- In this RogueBlock Anniversary session, program founders, IACC experts, and other speakers will share insights into the evolution of counterfeiters’ evasive techniques as they relate to payment methods in online commerce, as well as lessons learned, impact of the program, and where we go from here.
- Moderator:** Lara Miller, Senior Counsel, Vice President - Corporate Strategy, IACC
- Speakers:**
- Colleen Blankenship, IP & Brand Protection Specialist, Vera Bradley
  - Elizabeth Scofield, Director, Global Brand Protection, Visa
  - Jonathan Trivelas, Vice President, Brand Performance Team, Mastercard
- 11:00am – 11:30am**                      **Country Feature: IP Protection in China (*Grand Ballroom*)**
- Michael-Yu Ding, Chair, Quality Brands Protection Committee (QBPC)
- Country Feature: IP Protection in Italy (*Grand Ballroom*)**
- Paolo Borrelli, Brigadier General, Italy Guardia di Finanza (GdF)



11:30am – 12:30pm

**Panel 4: The Future of Online Enforcement – Getting ahead of Today’s Counterfeiting Challenges (*Grand Ballroom*)**

This panel will focus on practical solutions and use of technology to battle online fakes. Speakers will talk not just about the evolution of counterfeiting practices, but also about developments in how e-commerce and social media sites operate and new features affecting brand enforcement online.

**Moderator:** Justin Pierce, Partner, Venable

**Speakers:**

- Simon Baggs, President, Brand & Content Protection, Corsearch
- Jennifer Bleys, Global Brand Relations Leader – NA, Amazon
- Kendra Ervin, Deputy Chief, CCIPS, U.S. Department of Justice
- Mikaela Schiller, Senior Policy Analyst for Illegal Activities and Regulated Goods, TikTok
- Tony Zook, Executive Director Product Integrity, Merck

12:30pm – 1:30pm

**Lunch and Exhibit Viewing (*East and State Room, Promenade Foyer*)**

**Concurrent to Lunch:**

- IACC- Amazon Program Participant Meeting (*Chinese Ballroom*)

1:45pm – 5:15pm

**Concurrent Workshops**

Concurrent Workshops – 1:45pm – 2:45pm	
1:45pm to 2:45pm	<p><b>Policy Track: Around the World – Policy and Legislative Developments Impacting Brand Enforcement (<i>District Ballroom – Lower Level</i>)</b></p> <p>In this workshop, IP policy and legislative experts from around the globe will discuss major policy developments and emerging issues impacting the protection and enforcement of intellectual property in priority regions.</p> <p><b>Moderator:</b> Travis Johnson, Vice President - Legislative Affairs, Senior Counsel, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>● Michael-Yu Ding, Chair, Quality Brands Protection Committee (QBPC)</li> <li>● Robert Grant, Executive Director, International Affairs, GIPC, U.S. Chamber</li> <li>● Jose Henrique Werner, Partner, Dannemann Siemsen</li> </ul>
	<p><b>SME Track: From Detection to Enforcement – How SMEs Can Tackle Online IP Theft (<i>Chinese Ballroom</i>)</b></p> <p>This session will outline and expand upon the basics of detecting and enforcing against online IP theft. With resource limitations experienced by most SMEs in mind, speakers will outline the online enforcement process from detection of a rogue website to enforcement; provide insights into areas such as when companies should do a test buy, what happens next, and what can they do with the information. <i>*Non-SMEs are welcome to attend. Companies or individuals at the nascent stages of their brand protection program or who simply want a refresher are welcome!</i></p>





**Concurrent Workshops – 1:45pm – 2:45pm**

<p><b>1:45pm</b></p>	<p><b>Moderator:</b> Carrie Hedayati, Intellectual Property Counsel, 100% Speedlab</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Jose Ignacio Carrillo, Head of Legaltech, Smart Protection</li> <li>• Amber Lilly, Brand Asset Protection Manager, John Deere</li> </ul>
	<p><b>Online Track Roundtables: Workshop Roundtables with Intermediaries – Sign-up required (Palm Court)</b></p> <p><b>Host Companies:</b> Amazon Counterfeit Crimes Unit (CCU), Alibaba, Mercado Libre, Tiktok, Visa, Wish.com</p>

**Concurrent Workshops – 3:00pm – 4:00pm**

<p><b>3:00pm</b></p> <p>to</p> <p><b>4:00pm</b></p>	<p><b>BPE Track: Like a Boss: How to Manage and Maximize a Global Team of Outside Counsel and Investigators (District Ballroom – Lower Level)</b></p> <p>Whether you’re a global-100 company with offices and staff around the globe, or an SME seeking to leverage outside counsel, investigators, and vendors from afar; effectively managing your assets is vital. Rights-holders will discuss how to develop an effective brand protection program with a focus on efficiency, accountability, and ROI.</p> <p><b>Moderator:</b> Louise Butler, Global Head of Brand Protection, Diageo Plc</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Eric Lacoma, Senior Manager, Louis Vuitton</li> <li>• Zach Toczynski, Sr. Director, Global Brand Protection, Levi Strauss &amp; Co.</li> </ul>
	<p><b>Online Track Roundtables: Workshop Roundtables with Intermediaries – Sign-up required (Palm Court)</b></p> <p><b>Host Companies:</b> Amazon, eBay, Tencent, Walmart, Mastercard</p>
	<p><b>LatAm Track: Case Study – Brand Protection (Grand Ballroom)</b></p> <p>This session will take attendees through a brand protection case study highlighting challenges and solutions experienced during a successful brand protection case.</p> <p><b>Moderator:</b> Diana Martinez, Associate, Arochi &amp; Lindner S.C.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Patrick Bush, Director, Global Security, Novartis</li> <li>• Pablo Urrego, Head of Legal Colombia / BP LAC, Diageo</li> <li>• U.S. Homeland Security Investigations (HSI) Agent</li> </ul>





**Concurrent Workshops – 4:15pm – 5:15pm**

**4:15pm**  
to  
**5:15pm**

**BPE Track: Engaging with Government to Protect Your Brand and Enforce Your Rights (*District Ballroom – Lower Level*)**

The scope and scale of trademark counterfeiting can stretch the resources available to even the most well-heeled global brands. Government resources though can serve as a force-multiplier for your efforts, offering a range of tools, expertise and assistance to overcome the challenges you’re facing. From setting policy priorities to identifying programs and personnel available to assist you around the world, our panelists will offer tips and strategies for leveraging government resources to help protect your most valuable assets.

**Moderator:** Susan Wilson, Director, Intellectual Property Policy, Intel Corporation

**Speakers:**

- Joel Blank, Assistant General Counsel, Chapter 4 Corp
- Christa Brzozowski Senior Manager, Public Policy, Amazon
- Dorian Mazurkevich, Regional IP Attache, U.S. Commerce Department
- J. Todd Reves, [incoming] Director, Building Respect for IP Division, WIPO
- John Zacharia, Founder, Zacharia Law PLLC

**Online Track: Our Learnings, Your New Tools - Practical Insights from the IACC-Amazon Program (*Chinese Ballroom*)**

As we go into the third year of the IACC-Amazon Program, speakers in this session will share learnings, upcoming program tools and how brands can enhance enforcement on Amazon through greater collaboration and information sharing.

**Moderator:** Lara Miller, Senior Counsel, Vice President Corporate Strategy, IACC

**Speakers:**

- Pending

**LatAm Track: Customs and Free Trade Zones (*Grand Ballroom*)**

The last of our LatAm track workshop examines the role of customs and free trade zones in IP enforcement and how brands and government can work to enhance cooperation in the front-line battle against fakes.

**Moderator:** Jose Henrique Werner, Partner, Dannemann Siemsen

**Speakers:**

- Tayra Barsallo, Director General National Customs Authority, Panama Customs
- Jaime Borgiano, Director General, Uruguay Customs
- Jacqueline Jansen, Chief Executive Officer, Curinde N.V.
- U.S. Homeland Security Investigations (HSI) Agent
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**FRIDAY – APRIL 29**

**8:00am – 12:00pm**                      **Registration** (*Outside State Room*)

**8:00am – 10:00am**                      **Breakfast and Exhibit Viewing** (*Promenade Foyer*)

**Concurrent to Breakfast:** (*Chinese Ballroom*)

8:00am – 9:00am – IACC RogueBlock Program Participant Meeting

9:00am – 10:00am – IACC MarketSafe Program Participant Meeting

**10:00am – 11:00am**                      **Concurrent Workshops**

**Concurrent Workshops – 10:00am – 11:00am**

**10:00am  
to  
11:00am**

**Policy Track: What’s So Special About 301? – Working With Government to Set Global IP Priorities**  
*(Grand Ballroom)*

Each year, the Office of the U.S. Trade Representative publishes a report on the global landscape for IP protection and enforcement. The “Special 301” Report offers stakeholders an opportunity to share the concerns, priorities, and the obstacles they face in jurisdictions around the world. Our panelists will share insights about the process and its value as a tool for shaping government priorities on IP.

**Moderator:** Travis Johnson, Vice President - Legislative Affairs, Senior Counsel, IACC

**Speakers:**

- Anissa Brennan, Senior Vice President of Global Policy and Federal Affairs, Motion Picture Association (MPA)
- Jacob Ewerdt, Director for Innovation and Intellectual Property, Office of the United States Trade Representative
- Dorian Mazurkevich, Regional Intellectual Property Attaché, US Commerce Department

**SME Track: Detecting and Enforcing against Counterfeiters Offline** (*Chinese Ballroom*)

This workshop discusses how companies can intercept shipments, root out counterfeits in physical markets and manufacturing locations and take action against them. Investigative experts and law enforcement will provide best practices and tips. *\*Non-SMEs are welcome to attend. Companies or individuals at the nascent stages of their brand protection program or who simply want a refresher are welcome!*

**Moderator:** Mike Walsh, Vice President Administration and Training, IACC

**Speakers:**

- Brian Carl, President, K2 Intelligence
- Thomas Duffy, Section Chief-IPU, National IPR Center
- Alaina van Horn, Chief, Intellectual Property Enforcement Branch, U. S. Customs and Border Protection
- Kebharu Smith, Director, Amazon Counterfeit Crimes Unit (CCU)



**Concurrent Workshops – 10:00am – 11:00am**

**BPE Track: Big Lessons about Small Consignments (*District Ballroom – Lower Level*)**

This workshop will cover small consignments and how countries and companies are dealing with the increase in small consignments as a result of online sales. Speakers will discuss how small consignments are regulated in different parts of the world, best practices and remaining challenges.

**Moderator:** Newton Vieira, Brand Protection Director – Americas, Nike

**Speakers:**

- Sven Bergman, Founder & CEO, Venture Global
- Frederick Gilger, Brand Protection Manager for EMEA, Under Armour
- James Moore, Program Manager, Cargo and Conveyance Security U. S. Customs and Border Protection

**11:00am – 12:30pm**

**Panel 5: Brand Expansion, Abuse and Protection in the Real (Virtual) World (*Grand Ballroom*)**

This panel examines the ways in which people and companies are interacting and engaging in commerce through virtual channels such as digital exchanges, gaming and other metaverse spaces. Speakers will first set a baseline of understanding and relationships between technologies such as cryptocurrency, blockchain technology, non-fungible tokens (NFTs), etc. Legal and brand protection experts will demonstrate how these expose companies to brand abuse in the digital world and considerations for brand protection through practical examples.

**Moderator:** Allison Rothman, Founding Partner, Morrison Rothman LLP

**Speakers:**

- Michael Lewis, Vice President, Entertainment Software Association (ESA)
- Jimmy Nguyen, Founding President, Bitcoin Association (BSV)
- Julian ApeSwap, Director of Business Development, ApeSwap

**12:45pm**

**Conference End**



## ANNUAL CONFERENCE CONCURRENT WORKSHOPS

This year’s conference workshops are designed to get “into the weeds” about relevant issues brand protection professionals, policy makers, and law enforcement are facing today. We highly encourage participation, networking, and questions amongst speakers and facilitators as well as audience members. Our workshops are divided into five tracks.

Tracks	Sessions	Date / Time
<p><b>Brand Protection and Enforcement (BPE)</b> This track focuses on how brands can best strategize and structure their brand protection programs to maximize resources and impact. It also covers best practices and opportunities for engagement with law enforcement and customs to effectively deal with counterfeiters and fakes.</p>	Maximizing Brand Protection Actions with the National IPR Coordination Center (IPR Center) <i>(District Ballroom – Lower Level)</i>	● Wednesday, April 27 2:15pm – 3:15pm
	You Seized the Goods, Now What? <i>(South Carolina Room – 2<sup>nd</sup> Floor)</i>	● Wednesday, April 27 3:30pm – 4:30pm
	Using Intel Intelligently <i>(District Ballroom – Lower Level)</i>	● Wednesday, April 27 4:45pm – 5:45pm
	Like a Boss: How to Manage and Maximize a Global Team of Outside Counsel and Investigators <i>(District Ballroom – Lower Level)</i>	● Thursday, April 28 3:00pm – 4:00pm
	Engaging with Government to Protect Your Brand and Enforce Your Rights <i>(District Ballroom – Lower Level)</i>	● Thursday, April 28 4:15pm – 5:15pm
	Big Lessons about Small Consignments <i>(District Ballroom – Lower Level)</i>	● Friday, April 29 10:00am – 11:00am
<p><b>Small and Medium-Sized Enterprises (SME)</b> The SME Track provides informative and interactive brand protection workshops with small business needs and challenges in mind. Workshops will cover a range of recommendations and resources from preventative measures to practical programs and tools for SMEs to utilize in building and/or enhancing their enforcement programs.</p> <p><b>SME Track Sponsored by:</b>  Alibaba Group</p>	Brand Protection for SMEs – Overview <i>(South Carolina Room – 2<sup>nd</sup> Floor)</i>	● Wednesday, April 27 2:15pm – 3:15pm
	From Detection to Enforcement – How SMEs Can Tackle Online IP Theft <i>(Chinese Ballroom)</i>	● Thursday, April 28 1:45pm – 2:45pm
	Detecting and Enforcing against Counterfeiters Offline <i>(Chinese Ballroom)</i>	● Friday, April 29 10:00am – 11:00am
	<p><i>*Non-SMEs are welcome to attend workshops in the SME track. If you are in the nascent stages of your brand protection program or simply want a refresher, you are welcome to join us!</i></p>	



## ANNUAL CONFERENCE CONCURRENT WORKSHOPS (CONT'D)

Tracks	Sessions	Date / Time
<p><b>Online</b> This track concentrates on online counterfeiting trends, and innovative strategies and tactics to address online IP crime.</p>	Workshop Roundtables with Intermediaries <i>(Palm Court)</i>	<ul style="list-style-type: none"> <li>● Wednesday, April 27 3:30pm – 4:30pm 4:45pm – 5:45pm</li> <li>● Thursday, April 28 1:45pm – 2:45pm 3:00pm – 4:00pm</li> </ul>
	Role of Social Media in Counterfeiting and Other Illicit Activities <i>(District Ballroom – Lower Level)</i>	<ul style="list-style-type: none"> <li>● Wednesday, April 27 3:30pm – 4:30pm</li> </ul>
	Our Learnings, Your New Tools – Practical Insights from the IACC MarketSafe Program <i>(South Carolina Room – 2<sup>nd</sup> Floor)</i>	<ul style="list-style-type: none"> <li>● Wednesday, April 27 4:45pm – 5:45pm</li> </ul>
	Our Learnings, Your New Tools - Practical Insights from the IACC-Amazon Program <i>(Chinese Ballroom)</i>	<ul style="list-style-type: none"> <li>● Thursday, April 28 4:15pm – 5:15pm</li> </ul>
<p><b>Latin America</b> The Latin America track is designed to bring our signature Latin America Regional Summit to our Annual Conference. This track focuses on current enforcement trends in the region and offers potential networking opportunities with LatAm officials.</p>	Changes that are Here to Stay in the Fight against Counterfeiting in LATAM <i>(Grand Ballroom)</i>	<ul style="list-style-type: none"> <li>● Wednesday, April 27 2:15pm – 3:15pm</li> </ul>
	Case Study – Brand Protection <i>(Grand Ballroom)</i>	<ul style="list-style-type: none"> <li>● Thursday, April 28 3:00pm – 4:00pm</li> </ul>
	Customs and Free Trade Zones <i>(Grand Ballroom)</i>	<ul style="list-style-type: none"> <li>● Thursday, April 28 4:15pm – 5:15pm</li> </ul>
<p><b>Policy</b> This track provides in-depth discussions on current IP policy and advocacy opportunities.</p>	Around the World – Policy and Legislative Developments Impacting Brand Enforcement <i>(District Ballroom – Lower Level)</i>	<ul style="list-style-type: none"> <li>● Thursday, April 28 1:45pm – 2:45pm</li> </ul>
	What’s So Special About 301? – Working With Government to Set Global IP Priorities <i>(Grand Ballroom)</i>	<ul style="list-style-type: none"> <li>● Friday, April 29 10:00am – 11:00am</li> </ul>



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### SME TRACK



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