



## DRAFT SCHEDULE

### WEDNESDAY - MAY 14, 2025

Registration and Badge Pick Up - 9:00am - 6:00pm

Networking Lounge Hours - 9:00am - 5:30pm

Networking Refreshments (beverages only) - 9:00am - 5:00pm

Exhibit Booths Open - 12:00pm - 5:00pm

**10:00am – 11:00am**

**SME Task Force Meeting** (By Invitation Only)

**10:00am – 11:00am**

**IACC LatAm Working Group Meeting** (Open to All)

**11:00am – 12:00pm**

**First Time Attendee and New Member Mixer** (By Invitation - RSVP Required)

**12:00pm – 5:30pm**

**Concurrent Breakout Sessions**

*\*Networking Break at 2:30pm – 3:00pm*



<b>Wednesday Concurrent Breakout Sessions</b> <b>12:00pm – 1:00pm</b> <i>(Boxed lunch provided to session attendees)</i>		
Session A – Harbor G	Session B – Harbor H	Session C – Harbor I
<p><b><u>Fighting Fakes in Latin America &amp; the Caribbean: Case Studies, Small Consignments, Storage and Disposal, &amp; Law Enforcement Support</u></b></p> <p><b>Moderator:</b> Virginia Cervieri, Lawyer/Senior Partner, Cervieri Monsuárez</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mikhail Jackson, Partner, Livingston, Alexander &amp; Levy</li> <li>• Diana Martinez, Of Counsel, Arochi and Lindner</li> <li>• Kiyoshi Tsuru, Founding Partner, TSURU, Aquique, Rangel, Pérez</li> <li>• Adward Yudin, Director of Development for the EU/US, BrandMonitor</li> </ul>	<p><b><u>Brand Protection Teams I: Starting from the Ground Up</u></b></p> <p><b>Moderator:</b> Kevin Klapprodt, General Counsel, Strider Sports International</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Chris Gibbins, Sr. Brand Protection Manager, Goorin Bros.</li> <li>• Lisa Smiley, Senior Director, Global Brand Protection, Kenvue</li> </ul>	<p><b><u>Investigations and Enforcement at the Source – Focus on APAC Region</u></b></p> <p><b>Moderator:</b> Travis Johnson, Vice President – Legislative Affairs, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mark Abumeri, Attorney Advisor, USPTO</li> <li>• Charles Hoskin, Global Director of Brand Protection, Beiersdorf</li> <li>• Ying Ji, Chair, Quality Brands Protection Committee of CAEFI (QBPC)</li> <li>• Saif Khan, Partner, Anand &amp; Anand</li> </ul>



<b>Wednesday Concurrent Breakout Sessions</b> <b>1:15pm – 2:15pm</b>		
<b>Session A – Harbor G</b>	<b>Session B – Harbor H</b>	<b>Session C – Harbor I</b>
<p><b><u>Brand Protection Teams II: Taking a Mature Brand Protection Team to the Next Level</u></b></p> <p><b>Moderator:</b> Justin Pierce, Chair, IP Division, Venable LLP</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Patrick Bush, Director, Global Security Americas, Novartis</li> <li>Aaron Fennimore, Senior Director, Assistant General Counsel, Western Digital Corp.</li> <li>Zach Toczynski, Sr. Director, Global Brand Protection, Levi Strauss &amp; Co.</li> </ul>	<p><b><u>What SMEs Need to Know about IPR Enforcement on Alibaba's Platforms</u></b></p> <p><b>Moderator:</b> Heng Li, Program Director, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Xinghao Wang, Director, Global IP Enforcement, Alibaba</li> <li>Evan Williams, Senior Director, Global IP Enforcement, Alibaba</li> <li>Jasmine Xu, Senior Manager, Alibaba</li> </ul>	<p><b><u>Balancing Virality: Battling Counterfeits While Scaling Growth</u></b></p> <p><b>Moderator:</b> Dawn Sgarlata, Director – Membership, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Paul May, Senior Vice President, USAopoly, Inc.</li> <li>Vinny Minhas, Head of Americas, Marqvision</li> <li>Eric Richardson, Manager of Forecasting &amp; Data Analytics, USAopoly, Inc.</li> </ul>

**2:30pm – 3:00pm**  
**Networking Break**



<b>Wednesday Concurrent Breakout Sessions</b> <b>3:15pm – 4:15pm</b>		
<b>Session A – Harbor G</b>	<b>Session B – Harbor H</b>	<b>Session C – Harbor I</b>
<p><b><u>The Future of IP Enforcement in Latin America: AI, Legal Innovation &amp; Return on Enforcement</u></b></p> <p><b>Moderator:</b> Adriana Barrera, Managing Partner, BARLAW-Barrera &amp; Asociados</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Andrea Avendano, Senior Counsel, GSK – GlaxoSmithKline (invited)</li> <li>• Jonathan Skufca, Senior Analyst, Entertainment Software Association (ESA)</li> <li>• Jose Henrique Werner, Partner, Dannemann Siemsen</li> </ul>	<p><b><u>Brand Protection Teams Part III: Data-Driven Strategies for Brand Protection Efficiency</u></b></p> <p><b>Moderator:</b> Jeremy Wilson, Professor, Michigan State University (MSU)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Max Faistenhammer, Brand Protection / Investigations Manager, Tenneco</li> </ul>	<p><b><u>Case Study - Combating Copyright Infringement: A Practical Look at Using Site Blocking as a Tool</u></b></p> <p><b>Moderator:</b> Deborah Robinson, SVP, IP Enforcement &amp; Senior Counsel, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Jesse Martin, Senior Vice President and Associate General Counsel, Content Protection and Legal Affairs, Motion Pictures Association (MPA)</li> <li>• Kiyoshi Tsuru, Founding Partner, TSURU, Aquique, Rangel, Pérez</li> </ul>
<p><b>Session D – Harbor EF</b></p> <p><b><u>Workshop Roundtable Dialogues</u></b></p> <p>These roundtables are small group dialogues with representatives from e-commerce platforms, payment providers and government agencies. <u>Due to limited seating, attendees must sign up and receive a table assignment from IACC in order to attend the roundtables.</u></p> <p><b>Confirmed:</b> Alibaba, Amazon, Amazon CCU, DHGate, eBay, Mastercard, Mercado Libre, Meta, Shopee, TEMU, Tencent, Walmart</p>		



<b>Wednesday Concurrent Breakout Sessions</b> <b>4:30pm – 5:30pm</b>	
<b>Session A – Harbor G</b>	<b>Session B – Harbor H</b>
<p><b><u>Case Study – From Clues to Convictions, Injunctions and Judgments: Lessons in Combating \$350 million of Counterfeit HIV Medication Through Innovative Investigative and Litigation Tactics</u></b></p> <p><b>Moderator:</b> Tony Zook, AVP Global Security, Merck</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lori Mayall, Senior Associate General Counsel, IP, Gilead Sciences</li> <li>• Geoffrey Potter, Partner, Patterson Belknap Webb &amp; Tyler LLP</li> </ul>	<p><b><u>Mining the Internet – Making OSINT, LOCINT, AI and Other Investigative Online Tools Work for Brand Protection</u></b></p> <p><b>Moderator:</b> Marcus Cohen, SVP &amp; Counsel, Investigations and Enforcement, Recording Industry Association of America (RIAA) <i>(invited)</i></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Joseph Cheryath, VP Online Enforcement and Strategic Alliances, IP House</li> <li>• Carlos Linares, Chief Counsel, IP Protection &amp; Security, Entertainment Software Association (ESA)</li> <li>• Chris Salgado, CEO, All Points Investigations, Inc.</li> </ul>
<b>Session D – Harbor EF</b>	
<p><b><u>Workshop Roundtable Dialogues</u></b></p> <p>These roundtables are small group dialogues with representatives from e-commerce platforms, payment providers and government agencies. <u>Due to limited seating, attendees must sign up and receive a table assignment from IACC in order to attend the roundtables.</u></p> <p><b>Confirmed:</b> Alibaba, Amazon, Amazon CCU, DHGate, eBay, Mastercard, Mercado Libre, Meta, Shopee, TEMU, Tencent, Walmart</p>	

**5:30pm – 7:30pm**

**Welcome Reception**  
*Staff will check for conference badges at the entrance.*



## THURSDAY - MAY 15, 2025

Registration and Badge Pick up – 7:30am - 5:00pm

Networking Lounge Hours - 8:00am - 5:00pm

Networking Refreshments (beverages only) - 9:00am - 5:00pm

Exhibit Booths Open - 8:00am - 5:00pm

8:00am – 9:00am

Networking Breakfast and Task Force Meetings

8:00am – 9:00am

IACC Board of Directors Elections (Ballot submissions at Registration)

9:00am – 10:15am

Welcome and Keynotes  
(To be announced)

10:30am – 11:30am

From Ports to Prosecution: Law Enforcement’s Fight Against Fakes

A Fireside Chat with:

- Sidney Aki, Director of Field Operations, San Diego Field Office · U.S. Customs and Border Protection
- Shawn Gibson, Special Agent in Charge, Homeland Security Investigations (HSI), San Diego
- Raymond Tierney, District Attorney, Suffolk County District Attorney’s Office

Facilitated By:

- Cynthia Tregillis, EVP, Chief Legal Officer & Secretary, Western Digital Corporation

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**Badges are required to access all IACC conference areas and functions throughout the conference period.**



**11:30am – 12:30pm**

**The SME Journey to Brand Success: *Shark Tank* Lessons & Business Realities**

A Fireside Chat with:

- Cyndi Bray, Founder/Inventor, Wad-Free®

Facilitated by:

- Philippa Bergin-Fisher, General Counsel, Zimmermann

**12:30pm – 12:35pm**

**Announcement of IACC Board of Elections Results**  
– Bob Okulski, IACC Counsel

**12:35pm – 2:00pm**

**Networking Lunch**

**2:30pm – 5:00pm**

**Concurrent Breakout Sessions**

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Thursday Concurrent Breakout Sessions 2:30pm – 3:30pm		
Session A – Harbor ABC	Session B – Harbor EF	Session C – Harbor GH
<p><b><u>Case Study - Detecting the (Nearly) Undetectable: Specialized’s Fight Against Fake and Scam Websites</u></b></p> <p><b>Moderator:</b> Dawn Sgarlata, Director – Membership, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Andrew Love, Global Brand Protection Manager, Specialized Bicycles</li> <li>Daniel Shapiro, SVP of Brand Relationships &amp; Strategic Partnerships, Red Points</li> </ul>	<p><b><u>Case Study - A Billion-Dollar Bust in New York: Combatting High-Value Counterfeit Luxury Goods Operations from Seizure to Prosecution</u></b></p> <p><b>Moderator:</b> Jim Ricaurte</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Lucie Kwon, Bureau Chief, Financial Crimes, Suffolk County District Attorney’s Office</li> <li>Eric Lacoma, Senior Manager, Intellectual Property Department, Louis Vuitton</li> <li>Mike Rieger, Senior Investigator, IP House</li> </ul>	<p><b><u>Case Study – Fake Signs, Real Risks: How Uber, Amazon &amp; LA Sheriff’s Department Cracked Down on Bogus Rideshare Signs</u></b></p> <p><b>Moderator:</b> Allison Cronin, Director of Strategic Initiatives, IACC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Enrique Godinez, Sergeant, LA County Sheriff's Department</li> <li>Rafa Guitierrez, Sr. Director, Intellectual Property, Uber</li> <li>Kebharu Smith, Director/Associate General Counsel - Counterfeit Crimes Unit, Amazon</li> </ul>

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Thursday Concurrent Breakout Sessions 3:45pm – 4:45pm	
Session A – Harbor ABC	Session B – Harbor EF
<p><b><u>Case Study - Lessons in Taking Down Organized Crime in Counterfeit Pharma in Mexico through Strategic Collaboration and Targeting of Principal Actors</u></b></p> <p><b>Moderator:</b> Tony Zook, AVP Global Security, Merck</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Andres Diaz, Managing Director, AIT Enforcement</li> <li>• Gabriel Gonzalez, LA County Sheriff's Department, Merck</li> <li>• Mexican Law Enforcement (invited)</li> </ul>	<p><b><u>What's New in Customs and Border Enforcement – Counterfeit Production, FTZ, and Transit Hubs</u></b></p> <p><b>Moderator:</b> Maysa Razavi, Director, Global Brand Protection, Product Security Investigations &amp; Intelligence, Johnson &amp; Johnson</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mark Abumeri, Attorney Advisor, US Patent and Trademark Office (USPTO)</li> <li>• Louise Butler, Global Head of Brand Protection, Diageo</li> <li>• Jay Kennedy, Head of Policy and Engagement, PMI</li> </ul>

5:00pm – 6:30pm

IACC Board of Directors Meeting

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## FRIDAY - MAY 16, 2025

Registration Desk – 9:00am - 1:00pm

Networking Lounge Hours - 9:00am - 2:00pm

Networking Refreshments (beverages only) - 9:00am - 2:00pm

Exhibit Booths Open - 9:00am - 12:00pm

9:00am – 10:00am

**Networking Breakfast**

9:00am - 10:00am

**IACC Legislative Task Force Meeting**

10:00am – 10:30am

**Feature Speakers**  
(To be announced)

10:40am – 11:40am

**A Conversation with Associate Register of Copyrights, Maria Strong:  
Understanding Rights, Registration and AI Recommendations**

Speaker:

- Maria Strong, Associate Register of Copyrights and Director of Policy and International Affairs

Facilitator:

- Deborah Robinson, SVP, IP Enforcement & Senior Counsel, IACC

11:50am – 12:50pm

**Beyond the Listings: Strengthening IP Protection through  
Collaboration**

A Fireside Chat with Online Marketplaces (To be announced)

1:00pm

**Closing and Conference End**

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