



AGENDA

WEDNESDAY - MAY 14, 2025

Registration and Badge Pick Up - **Harbor Foyer** - 9:00am - 6:00pm
 Networking Refreshments (beverages only) **Harbor D** - 9:00am - 5:00pm
 Exhibit Booths Open – **Harbor Foyer** - 12:00pm - 5:00pm
 Networking Lounge Hours – **Harbor D** - 9:00am - 5:30pm
Networking Sponsor Info Sessions – Harbor D:
 10:30am-11:00am:
Consumer Compass: Navigating the value of authenticity across the evolving marketplace
 2:00pm-2:30pm:
Beyond Counterfeits: The ultimate guide to brand protection and enhancing value

10:00am – 11:00am	SME Task Force Meeting (By Invitation Only) - Harbor I
10:00am – 11:00am	IACC LatAm Working Group Meeting (Open to All) - Harbor G
11:00am – 12:00pm	First Time Attendee and New Member Mixer (By Invitation - RSVP Required) - Mission Beach AB
12:00pm – 5:30pm	Concurrent Breakout Sessions <i>*Networking Break at 2:30pm – 3:00pm</i>



Wednesday Concurrent Breakout Sessions 12:00pm – 1:00pm <i>(Boxed lunch provided to session attendees)</i>		
Session A – Harbor G	Session B – Harbor H	Session C – Harbor I
<u>Fighting Fakes in Latin America & the Caribbean: Case Studies, Small Consignments, Storage and Disposal, & Law Enforcement Support</u> Moderator: Virginia Cervieri, Lawyer/Senior Partner, Cervieri Monsuárez Speakers: ● Andrea Avendaño, Senior Counsel, GSK - GlaxoSmithKline ● Mikhail Jackson, Partner, Livingston, Alexander & Levy ● Diana Martinez, Of Counsel, Arochi and Lindner	<u>Brand Protection Teams I: Starting from the Ground Up</u> Moderator: Kevin Klapprodt, General Counsel, Strider Sports International Speakers: ● Chris Gibbins, Sr. Brand Protection Manager, Goorin Bros. ● Lisa Smiley, Senior Director, Global Brand Protection, Kenvue	<u>Investigations and Enforcement at the Source – Focus on APAC Region</u> Moderator: Travis Johnson, Vice President – Legislative Affairs, IACC Speakers: ● Mark Abumeri, Attorney Advisor, USPTO ● Charles Hoskin, Global Director of Brand Protection, Beiersdorf ● Saif Khan, Partner, Anand & Anand



Wednesday Concurrent Breakout Sessions 1:15pm – 2:15pm		
Session A – Harbor G	Session B – Harbor H	Session C – Harbor I
<u>Brand Protection Teams II: Taking a Mature Brand Protection Team to the Next Level</u> Moderator: Justin Pierce, Chair, IP Division, Venable LLP Speakers: - Patrick Bush, Director, Global Security Americas, Novartis - Aaron Fennimore, Senior Director, Assistant General Counsel, Western Digital Corp. - Zach Toczynski, Sr. Director, Global Brand Protection, Levi Strauss & Co.	<u>What SMEs Need to Know about IPR Enforcement on Alibaba's Platforms</u> Moderator: Heng Li, Program Director, IACC Speakers: - Xinghao Wang, Director, Global IP Enforcement, Alibaba - Evan Williams, Senior Director, Global IP Enforcement, Alibaba - Jasmine Xu, Senior Manager, Alibaba	<u>Balancing Virality: Battling Counterfeits While Scaling Growth</u> Moderator: Dawn Sgarlata, Director – Membership, IACC Speakers: - Paul May, Senior Vice President, USAopoly, Inc. - Vinny Minhas, Head of Americas, Marqvision - Eric Richardson, Manager of Forecasting & Data Analytics, USAopoly, Inc.

2:30pm – 3:00pm
Networking Break

Wednesday Concurrent Breakout Sessions



3:15pm – 4:15pm		
Session A – Harbor G	Session B – Harbor H	Session C – Harbor I
<u>The Future of IP Enforcement in Latin America: AI, Legal Innovation & Return on Enforcement</u> Moderator: Adriana Barrera, Managing Partner, BARLAW-Barrera & Asociados Speakers: ● Diego Cervieri, Global IP Manager, Horus ● Jonathan Skufca, Senior Analyst, Entertainment Software Association (ESA) ● Adward Yudin, Director of Development for the EU/US, BrandMonitor	<u>Brand Protection Teams Part III: Data-Driven Strategies for Brand Protection Efficiency</u> Moderator: Jeremy Wilson, Professor, Michigan State University (MSU) Speakers: ● Max Faistenhammer, Brand Protection / Investigations Manager, Tenneco	<u>Case Study - Combating Copyright Infringement: A Practical Look at Using Site Blocking as a Tool</u> Moderator: Deborah Robinson, SVP, IP Enforcement & Senior Counsel, IACC Speakers: ● Jesse Martin, Senior Vice President and Associate General Counsel, Content Protection and Legal Affairs, Motion Pictures Association (MPA) ● Kevin Shuai, Vice President, Content Protection & Rights, Paramount Pictures Corporation ● Kiyoshi Tsuru, Founding Partner, TSURU, Aquique, Rangel, Pérez
Session D – Harbor EF		
<u>Workshop Roundtable Dialogues</u> These roundtables are small group dialogues with representatives from e-commerce platforms, payment providers. <u>Due to limited seating, attendees must sign up and receive a table assignment from IACC in order to attend the roundtables.</u> Confirmed: Alibaba, Amazon, DHGate, eBay, Mastercard, Mercado Libre, Meta, Shopee, TEMU, Tencent, Visa, Walmart		
Wednesday Concurrent Breakout Sessions		
4:30pm – 5:30pm		



Session A – Harbor G	Session B – Harbor H
<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> Moderator: Tony Zook, AVP Global Security, Merck Speakers: • Lori Mayall, Senior Associate General Counsel, IP, Gilead Sciences • Geoffrey Potter, Partner, Patterson Belknap Webb & Tyler LLP	<u>Mining the Internet – Making OSINT, LOCINT, AI and Other Investigative Online Tools Work for Brand Protection</u> Moderator: Marcus Cohen, SVP & Counsel, Investigations and Enforcement, Recording Industry Association of America (RIAA) Speakers: • Joseph Cherayath, VP Online Enforcement and Strategic Alliances, IP House • Chris Salgado, CEO, All Points Investigations, Inc.
Session C – Harbor EF	
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5:30pm – 7:30pm

Welcome Reception – *Marina Courtyard*

Conference badges required. Staff will check for conference badges at the entrance.



THURSDAY - MAY 15, 2025

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

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

Exhibit Booths Open – Harbor Foyer - 8:00am - 5:00pm

Networking Lounge Hours – Harbor D - 8:00am - 5:00pm

Networking Lounge Sponsor Info Sessions:

10:30am-11:00am:

Bold, Secure and on Brand: Introducing PROFOUND® for consumers, brands and more

2:00pm-2:30pm:

Enforcement Focus: Harnessing the power of on-product real-time authentication

8:00am – 9:00am

Networking Breakfast - *Harbor Foyer*

8:00am – 9:00am

IACC Board of Directors Elections (Ballot submissions at Registration)

9:00am – 10:00am

Welcome and Keynotes - *Harbor ABC*

- Bob Barchiesi, President, IACC
- Dawn Atlas, Chairperson, IACC
- U.S. Senator Chris Coons (*taped remarks*)
- U.S. Senator Chuck Grassley (*taped remarks*)
- Honorable Leslie Snyder, Former NY State Supreme Court Justice & Legal Expert

10:15am – 10:30am

Feature Speaker - *Harbor ABC*

- Derek Benner, Chief Executive Officer, Our Rescue

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



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

11:30am – 12:30pm

Case Study - Lessons in Taking Down Organized Crime in Counterfeit Pharma in Mexico through Strategic Collaboration and Targeting of Principal Actors

Moderator: Tony Zook, AVP Global Security, Merck

Speakers:

- Jesus David Abarca Mejia, Secretariat of the Navy of Mexico
- Andres Diaz, Managing Director, AIT Enforcement
- Gabriel Gonzalez, Assoc Director Counter-Illicit Trade, Merck

12:30pm – 12:35pm

Announcement of IACC Board of Directors Elections Results - *Harbor ABC*

– Bob Okulski, IACC Counsel

12:35pm – 2:00pm

Networking Lunch - *Marina Courtyard*

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2:30pm – 4:45pm

Concurrent Breakout Sessions

Thursday Concurrent Breakout Sessions 2:30pm – 3:30pm		
Session A – Harbor ABC	Session B – Harbor EF	Session C – Harbor GH
<u>Case Study - Detecting the (Nearly) Undetectable: Specialized's Fight Against Fake and Scam Websites</u> Moderator: Dawn Sgarlata, Director – Membership, IACC Speakers: ● Andrew Love, Global Brand Protection Manager, Specialized Bicycles ● Daniel Shapiro, SVP of Brand Relationships & Strategic Partnerships, Red Points	<u>Case Study - A Billion-Dollar Bust in New York: Combatting High-Value Counterfeit Luxury Goods Operations from Seizure to Prosecution</u> Moderator: Jim Ricaurte Speakers: ● Lucie Kwon, Bureau Chief, Financial Crimes, Suffolk County District Attorney's Office ● Eric Lacoma, Senior Manager, Intellectual Property Department, Louis Vuitton ● Mike Rieger, Senior Investigator, IP House	<u>Case Study – Fake Signs, Real Risks: How Uber, Amazon & LA Sheriff's Department Cracked Down on Bogus Rideshare Signs</u> Moderator: Allison Cronin, Director of Strategic Initiatives, IACC Speakers: ● Enrique Godinez, Sergeant, LA County Sheriff's Department ● Rafa Guitierrez, Sr. Director, Intellectual Property, Uber ● Rain Ni, Senior Corporate Counsel, Amazon ● Kebharu Smith, Director/Associate General Counsel - Counterfeit Crimes Unit, Amazon

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Thursday Concurrent Breakout Sessions 3:45pm – 4:45pm	
Session A – Harbor ABC	Session B – Harbor GH
<u>What’s New in Customs and Border Enforcement – Counterfeit Production, FTZ, and Transit Hubs</u> Moderator: Maysa Razavi, Director, Global Brand Protection, Product Security Investigations & Intelligence, Johnson & Johnson Speakers: ● Mark Abumeri, Attorney Advisor, US Patent and Trademark Office (USPTO) ● Louise Butler, Global Head of Brand Protection, Diageo ● Jay Kennedy, Head of Policy and Engagement, PMI	<u>The IACC-Amazon Program: How it Works, How it’s Used, and What’s New</u> Moderator: Allison Cronin, Director Strategic Initiatives, IACC Speakers: ● Candace Johnson, Program Manager, Customer Trust External Relations, Amazon ● Kay Peralta-Suaverdez, Head of IP Enforcement & Brand Integrity, WobbleWorks, Inc. ● George Adams, Sr Program Manager, Customer Trust External Relations, Amazon

5:00pm – 6:30pm

IACC Board of Directors Meeting – *Mission Beach C*

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FRIDAY - MAY 16, 2025

Registration Desk – Harbor Foyer – 9:00am - 1:00pm

Networking Lounge Hours – Harbor D - 9:00am - 2:00pm

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

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

9:00am – 10:00am

Networking Breakfast - [Harbor Foyer](#)

10:00am – 10:10am

Keynote Remarks - [Harbor ABC](#)

- Dr. Santiago Nieto, Director General, Mexican Institute of Industrial Property / Instituto Mexicano de la Propiedad Industrial (IMPI)

10:10am – 10:20am

IACC MOU Signing with DHGate and Temu - [Harbor ABC](#)

10:25am – 10:35am

Feature Speaker - [Harbor ABC](#)

- Alaina van Horn, Chief, Intellectual Property Enforcement Branch, Regulations and Rulings, Office of Trade, U.S. Customs & Border Protection (CBP) (invited)

10:40am – 11:40am

A Conversation with Associate Register of Copyrights, Maria Strong: Understanding Rights, Registration and AI Recommendations - [Harbor ABC](#)

Speaker:

- Maria Strong, Associate Register of Copyrights and Director of Policy and International Affairs, United States Copyright Office

Facilitated by:

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

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11:50am – 12:50pm

Beyond the Listings: Strengthening IP Protection through Collaboration - *Harbor ABC*

A Fireside Chat with:

- Christine Casaceli, Head of IP Compliance - US Legal, Temu
- Amanda Eng, Regional Brand Partnerships, Shopee
- Marc Miller, Senior Vice President - IP Protection, DHGate

Facilitated by:

- Candice Uzoigwe, Senior Vice President, IACC

1:00pm

Closing and Conference End - *Harbor ABC*

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