

# Using Intel Intelligently

## Panel



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Head of Global eCommerce and  
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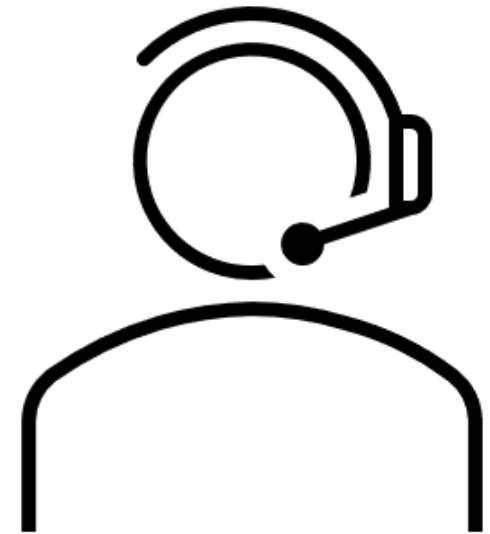
**Ben Guy – Dolby**

Director, IP Protection & Enforcement

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# How can your company utilize internal resources and information from other departments to detect and enforce against counterfeiting?

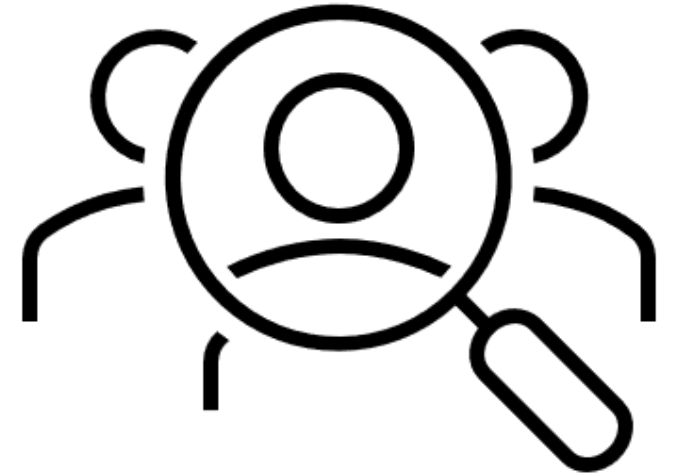
1. Consumer Relations Call center data
2. Returns data
3. Social Media DMs
4. HCP inquiry to sales manager



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# How can your company utilize internal resources and information from other departments to detect and enforce against counterfeiting? (Cont.)

- 5. Direct Customer Application Data
- 6. Distributor/Retailer inquiry
- 7. Trade shows
- 8. Retail sweeps

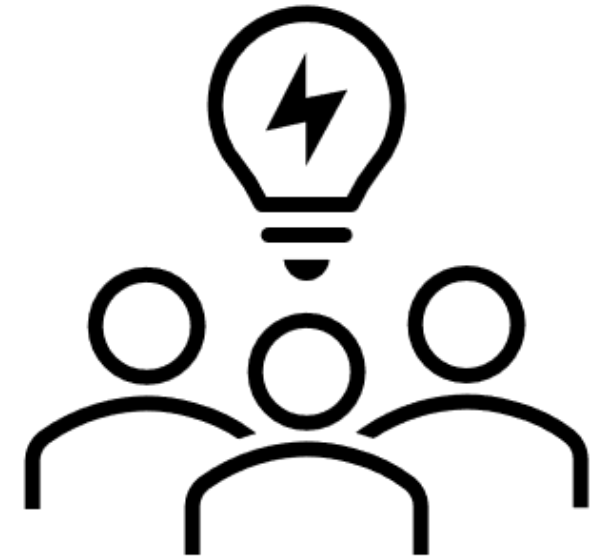


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# How can your company utilize internal resources and information from other departments to detect and enforce against counterfeiting? (Cont.)

9. Direct sales & sell through data

10. BP “Action Team”



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# Questions From Audience?

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# Thank You!

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