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INTERNATIONAL ANTI-COUNTERFEITING COALITION



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CONFERENCE

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#IACCConf2026



# Inside Dupe Culture:

# Influencers, Enforcement, and the Consumer Shift

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# SPEAKERS

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**Chris Gibbins**  
Founder  
Summit Brand Advisory



**Donna F. Schmitt**  
Partner  
Armstrong Teasdale LLP



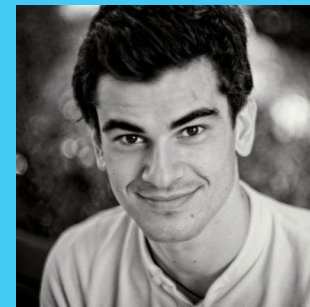
**Mandy McCarthy**  
Sr. Director, Brand Protection  
The LumiStella Company



**Christine Casaceli**  
IP Compliance Lead  
US Legal - Temu



**John Green**  
Global IP Counsel and  
Americas Lead - TikTok



**Matteo Amerio**  
President, Brand and Content  
Protection - Corsearch

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## Definition: What is a “dupe?”

Where do you draw the line between a “dupe” and a counterfeit?

Is “dupe” just a blanket term for multiple types of product, including comparisons, unbranded 3rd party product, etc., or is it always synonymous with counterfeit?

At what point does “dupe” content cross from comparison into promotion of infringement?

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## Enforcement Challenges

Unbranded “dupes” are exploding. If there’s no logo, what exactly are we enforcing against?

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## Enforcement Tactics

Are there any unique and successful enforcement tactics being used currently against “dupes?”

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## Enforcement Against Influencers

Are brands or enforcement teams actually going after influencers yet, or is the focus still primarily on sellers and suppliers?

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## Long Term Vision

If you could change one thing tomorrow: law, platform policy, brand behavior, or enforcement strategy, what would have the biggest impact on “dupe” culture?

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# Questions?

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