



ORLANDO
2026 **APRIL 28-30**

IACC ANNUAL CONFERENCE 2026
April 28-30, 2026

TUESDAY, April 28, 2026

Registration and Badge Pick up – 9:00am - 6:00pm
 Exhibit Booths Open – 9:00am - 5:30pm
 Networking Lounge Hours – 9:00am - 5:30pm
 Networking Refreshments (beverages only) – 9:00am - 5:30pm

- 9:00am** Registration and Networking Lounge Open
- 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 Only)
- 12:00pm – 5:30pm** Concurrent Breakout Sessions
**Networking Break at 2:30pm – 3:00pm*

<u>TUESDAY Concurrent Breakout Sessions</u> 12:00pm – 1:00pm <i>(Boxed lunch provided to session attendees)</i>	
Session A	
<u>Managing IP Enforcement Across Borders: Lessons from the Tri-border in Latin America</u> This session explores enforcement in the Tri-border and surrounding areas. Panelists will share regional practices, discuss how trade routes and differing laws affect counterfeit proliferation, and offer strategies for coordinated multi-country enforcement.	
Session B	
<u>Inside Dupe Culture: Influencers, Enforcement, and the Consumer Shift</u> Dupe culture has quickly shifted from harmless lookalikes to products that are, in effect, counterfeits. To some extent, dupes are driven by influencers who normalize the term “dupe” and shape how consumers buy. This session looks at how dupe influencers operate, the fine line between comparison content and illicit promotion, and how investigators are adapting with new personas,	



ORLANDO
2026 APRIL 28-30

access to closed groups, and monitoring of fast-moving auction rooms. We'll also unpack the rise of unbranded dupes and discuss how brands can respond to these trends.

TUESDAY Concurrent Breakout Sessions

1:15pm – 2:15pm

Session A

Content Protection in Action: Site Blocking for Streaming

Site blocking is a critical enforcement tool, particularly during high-traffic moments when infringement spikes. This session explores global best practices in site blocking, including recent developments such as the UK's omnibus order and effective approaches in India. Panelists will also explore how site blocking can support investigations and uncover infringing networks and include timely examples from global major sporting events.

Session B

Brand-Protection Technologies: Real-World Applications in Pharma/Medical Devices, and Apparel & Footwear

This session will focus on the Pharma/Medical Devices and Apparel & Footwear sectors, highlighting practical, real-world applications of brand-protection technologies. Industry experts and technology providers will share trends, tools, and solutions shaping enforcement today and offer actionable insights to help attendees strengthen their strategies.

2:30pm – 3:00pm

Networking Break

TUESDAY Concurrent Breakout Sessions

3:15pm - 4:15pm

Session A

Leveraging Consumer Protection for IP Enforcement

Consumer protection laws and policies can be powerful allies in intellectual property enforcement. This session explores how brands and law enforcement can use consumer-focused legislation to strengthen legal cases, disrupt infringing activity, and protect the public. Panelists will discuss the impact of key policies, including the INFORM Act, and share examples from Europe and other regions where consumer laws have been effectively applied to support IP enforcement. Attendees will gain practical insight into leveraging these legal frameworks as part of a comprehensive brand protection strategy.

Session B

Securing Counterfeit Products from Seizure to Disposal

This session will discuss destruction controls to prevent seized or returned goods from re-entering the illicit supply chain and how warehousing and storage responsibilities by customs, police, or other authorities can



ORLANDO

2026

APRIL 28-30

<u>TUESDAY Concurrent Breakout Sessions</u> 3:15pm - 4:15pm
<p>impact enforcement cases. Attendees will gain practical insights for managing confiscated and returned products safely and efficiently.</p>
Session C
<p><u>Workshop Roundtable Dialogues</u></p> <p>Confirmed: Alibaba, Amazon, DHgate, eBay, MasterCard, Mercado Libre, Shopee, Temu, TikTok, Visa, Walmart and Tencent</p>

<u>TUESDAY Concurrent Breakout Sessions</u> 4:30pm - 5:30pm
Session A
<p><u>Harnessing AI for Smarter, Faster, Global Enforcement</u></p> <p>AI is rapidly changing the enforcement landscape, enabling real-time detection and automated intelligence in ways traditional tools cannot. This session dives into AI-specific applications, including product fingerprinting, caller-ID fraud detection, advanced cluster analysis, and monitoring AI-driven search results and chatbots. Panelists will discuss how these AI innovations can accelerate investigations, identify coordinated infringer networks, and address new challenges as consumers and bad actors increasingly interact with AI systems.</p>
Session C
<p><u>Workshop Roundtable Dialogues</u></p> <p>Confirmed: Alibaba, Amazon, DHgate, eBay, MasterCard, Mercado Libre, Shopee, Temu, TikTok, Visa, Walmart and Tencent</p>

5:30pm – 7:30pm

Welcome Reception

Conference badges required within all conference meeting areas.



ORLANDO

2026

APRIL 28-30

Wednesday, April 29, 2026

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

Exhibit Booths Open – 8:00am - 5:00pm

Networking Lounge Hours – 8:00am - 6:00pm

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

8:00am – 9:00am	Networking Breakfast
8:00am – 9:00am	IACC Board of Directors Elections (At Registration Desk)
9:00am – 10:00am	Welcome and Keynotes
10:15am – 11:15am	<u>Panel 1: Using Data Analytics to Identify and Go After Real-World Targets</u> This session focuses on how brands and investigators turn online data into actionable offline enforcement. From tracking infringing listings to uncovering patterns across platforms, speakers will explore how technology and analytics streamline evidence gathering, reveal larger infringing networks, and guide targeted investigations. Attendees will learn how a broad range of online tools can inform strategic offline actions, shift enforcement from reactive to proactive, and improve efficiency across regions.
11:30am – 12:30pm	<u>Panel 2: Disrupting Counterfeiting and Illicit Trade in Free Trade Zones</u> Free Trade Zones (FTZs) have become critical nodes in global commerce—but their structural vulnerabilities are increasingly exploited by criminal networks engaged in illicit trade, including IP crime. This session examines how FTZs can function as hubs for counterfeiting and other illicit activities, drawing on recent research and policy developments.
12:30pm – 12:35pm	Announcement of IACC Board of Directors Elections Results
12:35pm – 2:00pm	Networking Lunch



ORLANDO
2026 APRIL 28-30

2:30pm – 4:45pm

Concurrent Breakout Sessions

WEDNESDAY Concurrent Breakout Sessions 2:30pm – 3:30pm
Session A
<p><u>Leveraging Landlord Liability in IP Enforcement</u></p> <p>This session explores how landlord liability can be used as a practical tool in IP enforcement across different regions. Panelists will share real-world examples where property owners renting to sellers of counterfeit goods are being held accountable. Speakers will also discuss strategies for leveraging landlord liability in flea markets, commercial properties, and other venues selling counterfeits.</p>
Session B
<p><u>Collaboration with the Digital Advertising Supply Industry as a Tool for IP Enforcement and Brand Protection</u></p> <p>This session with focus on enforcement strategies currently employed by the digital ad industry to eliminate ad placement adjacent to infringements, as well as to assist with IP enforcement and the promotion of brand safety. Speakers will also focus on how stakeholders are collaborating and enabling transparency by leveraging real-time intelligence to stop ad dollars from reaching criminal enterprises.</p>

WEDNESDAY Concurrent Breakout Sessions 3:45pm – 4:45pm
Session A
<p><u>Schedule A Cases – Fact vs. Fiction</u></p> <p>Schedule A litigation is a key tool for combating online trademark counterfeiting, particularly in cases involving multiple anonymous defendants. This session will examine its practical utility, including procedural mechanisms like temporary restraining orders, asset restraints, and expedited discovery. Panelists will also address common misconceptions, discuss judicial attitudes toward large multi-defendant cases, and share best practices for preparing evidence and case documents, managing joinder issues and other court-specific procedures, and avoiding procedural pitfalls.</p>
Session B
<p><u>The EU’s Digital Product Passport (DPP) and Its Impact on Brands</u></p> <p>The Digital Product Passport (DPP), part of the EU’s Ecodesign for Sustainable Products Regulation (ESPR), will soon require products across most sectors to carry a digital record of their full lifecycle. This session offers an overview of the DPP, the industries it will impact, and the data companies must capture and share. We’ll also examine how brands can leverage DPP information to strengthen enforcement, enhance traceability, work more effectively with platforms and authorities, and build consumer trust.</p>

5:00pm – 6:00pm

IACC Board of Directors Meeting (BOD only)



ORLANDO

2026

APRIL 28-30

THURSDAY - April 30, 2026

Registration Desk – 8:00am - 1:00pm
Exhibit Booths Open - 8:00am - 12:00pm
Networking Lounge Hours – 8:00am - 2:00pm
Networking Refreshments (beverages only) – 9:00am - 2:00pm

8:30am – 9:30am	Networking Breakfast
9:45am – 10:15am	Keynote/Feature Speaker
10:30am – 11:30am	IACC Special Initiative: Marketplace Advisory Council (MAC)
11:45pm – 12:45pm	<u>Panel 3: Protecting Fans and Brands: Global Brand Protection Strategies during Major Sporting Events</u> Major sporting events are often coupled with increased infringing activity online and in physical markets. This session explores strategies for protecting brands and consumers during high-priority moments such as the Olympics, World Cup, and Super Bowl, focusing on coordinated IP enforcement across a landscape that includes e-commerce, physical marketplaces, customs, and on-the-ground actions.
1:00pm	Closing and Conference End