



ORLANDO
2026 APRIL 28-30

IACC ANNUAL CONFERENCE 2026 AGENDA

TUESDAY, April 28, 2026

Registration and Badge Pick up – 8:30am - 6:00pm

Exhibit Booths Open – 9:00am - 5:30pm

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

Networking Refreshments (beverages only) – 9:00am - 5:30pm

8:30am

Registration and Networking Lounge Open

9:00am – 11:00am

IACC Latin America Forum & Working Group Meeting
(Open to All)

The IACC LatAm Working Group Meeting returns this year in an expanded format, reflecting attendees' demand for more in-depth programming on brand protection issues in the region. The forum will begin with an interactive discussion with the audience on key issues affecting brand protection across Latin America.

We will conclude with real-world case studies highlighting successful enforcement actions and cross-sector collaboration, featuring participation from regional government authorities and enforcement partners.

10:00am – 11:00am

SME Task Force Meeting (By Invitation Only)

11:00am – 12:00pm

First Time Attendee and New Member Mixer (By Invitation Only)



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12:00pm – 5:30pm

Concurrent Breakout Sessions

*Networking Break at 2:30pm – 3:00pm

TUESDAY Concurrent Breakout Sessions

12:00pm – 1:00pm

(Boxed lunch provided to session attendees)

Session A

Managing IP Enforcement Across Borders: Lessons from the Tri-border in Latin America

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.

Moderator: Jose Henrique Werner, Partner, Dannemann Siemsen

Speakers:

- **Virginia Cervieri**, Partner, *Cervieri Monsuarez*
- **Deborah Lashley-Johnson**, Director for the IP Attache Program, *USPTO*
- **John Ryan**, President, *CustomsWatch*

Session B

Inside Dupe Culture: Influencers, Enforcement, and the Consumer Shift

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, 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.

Moderator: Chris Gibbins, Brand Protection Consultant, Summit Brand Advisory

Speakers:

- **Matteo Amerio**, President, Brand and Content Protection, *Corsearch*
- **Christine Casaceli**, IP Compliance Lead - US Legal, *Temu*
- **John Green**, Global IP Counsel - AMS Lead, *TikTok*
- **Donna Schmitt**, Partner, *Armstrong Teasdale*
- **Jenny Vo**, Legal Counsel, *Lululemon*



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TUESDAY Concurrent Breakout Sessions

1:15pm – 2:15pm

Session A

Content Protection in Action: Site Blocking for Streaming

This panel will examine the evolving landscape of digital piracy and the tools needed to combat its growing harms. Speakers will explore how large-scale piracy threatens creative industries, consumer safety, cybersecurity, and legitimate digital markets. Drawing on global experience, the discussion will highlight site-blocking regimes in various countries and outline best practices that balance strong enforcement with safeguards. The session will also review that status of site-blocking legislation in the United States, as well as alternative enforcement mechanisms, such as domain seizures and other civil and criminal remedies, and their role in a comprehensive anti-piracy strategy.

Moderator: Jesse Martin, Senior VP & Associate General Counsel, Motion Pictures Association (MPA)

Speakers:

- **Josh Rogin**, Senior Vice President, Federal Government Affairs, *Motion Pictures Association (MPA)*
- **Tom Galvin**, Executive Director, *Digital Citizens Alliance*
- **Ryan DiAndrea**, Program Manager, *U.S. National IPR Coordination Center*

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.

Moderator: Dawn Sgarlata, Senior Director - Membership, IACC

Speakers:

- **Heather Clarke-Hite**, Associate Director, Product Management, *Crane Authentication*
- **Chris Darling**, Director, Business Development, *SICPA*
- **Mike Dunn**, President, *Octane5*
- **Kent Mansfield**, Chief Sales & Marketing Officer, *Authenticx*

2:30pm – 3:00pm

Networking Break



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TUESDAY Concurrent Breakout Sessions

3:15pm - 4:15pm

Session A

Securing Counterfeit Products from Seizure to Disposal

This session will discuss destruction controls to prevent seized goods from re-entering the illicit supply chain and how warehousing and storage responsibilities by customs, police, or other authorities can impact enforcement cases. Attendees will gain practical insights for managing confiscated and returned products safely and efficiently.

Moderator: Jennie Martel, Chief of Global Brand Protection, Colgate-Palmolive

Speakers:

- **Godfrey Budeli**, Partner, *Adams & Adams*
- **Charles Hoskin**, Global Director of Brand Protection, *Beiersdorf*
- **Jack Lavery**, Director, Corporate Engagement, *World Vision*

Session B

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.

Moderator: Lisa Smiley, Senior Director, Global Brand Protection, Kenvue

Speakers:

- **Thierry Dubois**, Chairman, *STU Limited*
- **Douglas Dziak**, Principal, *Invariant*
- **Angelo Mazza**, Partner, *Gibney, Anthony & Flaherty, LLP*

Session C

Workshop Roundtable Dialogues

These roundtables are small group dialogues with representatives from e-commerce platforms, and payment providers. Due to limited seating, attendees must sign up and receive a table assignment from IACC in order to attend the roundtables.

Confirmed Hosts: Alibaba, Amazon, DHgate, eBay, MasterCard, Mercado Libre, Meta, PayPal, Shopee, Temu, Tencent, TikTok, Visa, Walmart



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TUESDAY Concurrent Breakout Sessions

4:30pm - 5:30pm

Session A

Harnessing AI for Smarter, Faster, Global Enforcement

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.

Moderator: Vinny Minhas, Head of GTM, Americas, Marqvision

Speakers:

- **Madison Guyon**, Brand Protection Manager, *Brother*
- **Matt Wheeler**, Director of Marketing, *Kason Industries*
- **Ryan Wheeler**, Partner, *Vorys eControl*

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Confirmed Hosts: Alibaba, Amazon, DHgate, eBay, MasterCard, Mercado Libre, Meta, PayPal, Shopee, Temu, Tencent, TikTok, Visa, Walmart

5:30pm – 7:30pm

Welcome Reception

Conference badges required within all conference meeting areas.



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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

Panel 1: Using Data Analytics to Identify and Go After Real-World Targets

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.

Moderator: Joe Parker, Sr. Director, Abbott

Speaker:

- **Jim Cunningham**, Director, *Alibaba Group*
- **Brian Fuller**, Executive Director, *Mercyhurst University*
- **Tim Mohn**, Director, Global Brand Protection Strategy & Risk Management, *Johnson & Johnson*
- **Daniel Shapiro**, SVP of Strategic Partnerships & Brand Relationships, *Red Points*



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11:30am – 12:30pm

Panel 2: Disrupting Counterfeiting and Illicit Trade in Free Trade Zones

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.

Moderator: Travis Johnson, Vice President - Legislative Affairs, Senior Counsel, IACC

Speakers:

- **Jay Kennedy**, Head, Policy and Engagement, *PMI*
- **Alaina van Horn**, Chief, Intellectual Property Enforcement Branch, *U.S. Customs & Border Protection (invited)*
- **Susan Wilson**, Chair, Anti-Illicit Trade Expert Group, *Business at OECD*

12:30pm – 12:35pm

Announcement of IACC Board of Directors Elections Results

12:35pm – 2:00pm

Networking Lunch

1:30pm - 2:15pm

SME Workshop: How to Protect Your Creativity with Alibaba

2:30pm – 4:45pm

Concurrent Breakout Sessions

WEDNESDAY Concurrent Breakout Sessions 2:30pm – 3:30pm	
Session A	
<u>Leveraging Landlord Liability in IP Enforcement</u> 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	



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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.

Moderator: Kendra Ervin, VP, Global Litigation and Enforcement, IP House

Speakers:

- **Jason Petri**, Task Force Officer, *U.S. Homeland Security Investigations*
- **Rafael Rocha**, Partner, *Daniel IP*
- **Conrad Wong**, Senior Attorney, China Team, Acting PTO Guangzhou IP Attaché, *USPTO*
- **John Zacharia**, Founder, *Zacharia Law PLLC*

Session B

Collaboration with the Digital Advertising Industry as a Tool for IP Enforcement and Brand Protection

This session will 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.

Moderator: Rachel Nyswander Thomas, Chief Operating Officer, TAG

Speakers:

- **Jesse Martin**, Senior VP & Associate General Counsel, *Motion Pictures Association (MPA)*
- **Catie Shawley**, Counsel, *Entertainment Software Association (ESA)*

WEDNESDAY Concurrent Breakout Sessions

3:45pm – 4:45pm

Session A

Schedule A Cases – Fact vs. Fiction

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.



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Moderator: Amy Ziegler, Shareholder, Greer Burns & Crain

Speakers:

- **Justin Gaudio**, Shareholder Attorney, *Greer Burns & Crain*
- **Kari Kammel**, Director, *Michigan State University A-CAPP Center*
- **Zach Toczynski**, Sr. Director, Global Brand Protection, *Levi Strauss & Co.*

Session B

The EU's Digital Product Passport (DPP) and Its Impact on Brands

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.

Moderator: Dawn Atlas, IACC Chairperson and Vice President, Enforcement, Assistant General Counsel, Calvin Klein

Speakers:

- **Lauren Moise**, US Sales and Marketing Manager, *AlpVision*

5:00pm – 6:00pm

IACC Board of Directors Meeting (Board Members only)



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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

Leaders in Conversation: Driving Collective Action Against Counterfeiting

Fortune 500 leaders and SMEs from global brands, e-commerce platforms, and technology companies join for a candid conversation on the challenges and opportunities in advancing IP protection. Drawing on their collective experience across industries and through the IACC Marketplace Advisory Council (MAC), they will share insights on what effective, cross-industry enforcement looks like and how collaboration can deliver real-world results.

Moderator: Deborah Robinson, SVP, IP Enforcement & Senior Counsel, IACC

- **Dawn Atlas**, IACC Chairperson and Vice President, Enforcement Assistant General Counsel, *Calvin Klein*
- **Philippa Bergin-Fisher**, General Counsel, *Zimmermann*
- **Mike Champion**, President, *The Lumistella Company*
- **Guadalupe García Crespo**, Intellectual Property Sr. Manager, *Mercado Libre*
- **Christine Kao**, Associate General Counsel, IP, *Meta*



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11:45pm – 12:45pm

Panel 3: Protecting Fans and Brands: Global Brand Protection Strategies during Major Sporting Events

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.

Moderator: Deborah Robinson, SVP, IP Enforcement & Senior Counsel, IACC

Speakers:

- **Bill Hardy**, Program Manager, *U.S. National IPR Coordination Center*
- **Peter Kidd**, Senior Corporate Counsel, Global Content Protection, *Amazon MGM Studios/Prime Video*
- **Amanda Luz**, Legal Counsel – Brand Protection, *Adidas*
- **Alidu Salifu**, General Counsel, *US Soccer*
- **Tiffany Shepard**, Director & Senior Counsel, Brand Rights and Protection, *FIFA World Cup 2026*

1:00pm

Closing and Conference End