4th Annual

Anti-Counterfeiting & Brand Protection

Winning the War Against Counterfeiting

January 25-27th, 2010 | New York, NY

Register by 12/4/09 and SAVE up to $600

The Premiere Anti-Counterfeiting Event in the U.S. to learn about:

- The latest counterfeiting trends, legislation and cases
- How to create, budget and manage a successful anti-counterfeiting program
- The state of the ACTA negotiations—from the chief U.S. negotiator
- What other countries are doing to combat counterfeiting
- Why the message isn’t getting out there—and how to do it
- Valuable insights into anti-counterfeiting technology
- The latest cutting-edge strategies for conquering counterfeiters on the internet

Hear from Participating Organizations:

TIFFANY & CO.
JOHNSON & JOHNSON
PROCTER & GAMBLE CANADA
CISCO SYSTEMS
U.S. TRADE OFFICE
ROBERT M. KRUGER CONSULTING
THE INTERNATIONAL ANTI-COUNTERFEITING COALITION
INTERNATIONAL TRADEMARK ASSOCIATION
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www.anticounterfeitingsummit.com
Dear Colleague,

Anti-counterfeiting has become a serious war that keeps on growing larger every day. It pits one opponent—a legitimate business—against another: the illegal counterfeiter.

As in any war, the dangers are high. Each side is constantly trying to outmaneuver the other. And the counterfeiters are winning: each year, they take a greater share of the legitimate market—resulting in brand abuse, safety problems, lawsuits, loss of jobs, loss of tax revenue and, worst of all: death.

Packaging and brand protection departments of the world's manufacturers are busy looking for ways to keep the fast-spreading scourge of counterfeiting from doing any more damage than it's already done. And so is every other industry in the world.

But it does not have to be that way: the counterfeiters can be defeated.

To do that, every legitimate business in the world needs to know how to protect itself from counterfeiting – 2010 style. It needs to know about the strategies that work—and those that don't. And, it needs to fight counterfeiting with an iron hand.

What are those successful protection strategies? And what does a company do to gain maximum advantage in the anti-counterfeiting war? That is why IQPC is holding its 4th Anti-Counterfeiting and Brand Protection: Winning the War against Counterfeiting conference in New York on January 26-27, 2010.

By successfully understanding how serious the problem is, you will be provided with concrete answers for the three ingredients required to defeat counterfeiting: public education (most people have no idea how serious it is!) the best technology and a world-wide coordinated attack on many fronts.

In this unique conference, you will be brought up-to-date with the latest news and analysis of the counterfeiting industry around the world, find out how vitally important public educations is and learn about the newest anti-counterfeiting technology that keeps advancing as counterfeeters.

You will:

• Understand the latest counterfeiting trends, legislation and cases
• Examine anti-counterfeiting initiatives: governmental and NGO initiatives
• Compare the latest strategies of manufacturers and suppliers of authentication and track and trace packaging technologies
• Analyze the market for RFID technologies
• Learn how to create and manage a successful anti-counterfeiting program
• Learn the latest about the ACTA negotiations
• How to protect your company and conquer the counterfeiters on the internet

This is an outstanding learning experience—and I look forward to seeing you in New York!

Kindest regards,

Fred Sagal, MA., LL.M
Conference Director
Pre-Conference Workshops

Monday, January 25, 2010

A 8:45 a.m. - 11:45 a.m.
Cutting-Edge Strategies for Efficient and Online Enforcement to Combat Anti-Counterfeiting

Cyber squatting has become a serious problem for brand owners and their consumers. In this hands-on workshop, you will learn how to effectively combat this menace. This invaluable workshop will allow you to walk away with creative and proactive strategies for stopping cyber squatters and protecting your brand on all fronts.

Benefits of workshop attendance:
- You will learn:
  - How to guard against new scams made possible via cyber squatting
  - How to reduce the risk and effects of trademark infringement
  - The new strategies to mend loopholes in ACPA, the Anti-Cyber squatting Act
  - The best practices to prosecute trademark violations

What We Will Cover:
- The “business of cyber squatting” from the leading experts in the anti-cyber squatting battle

B 12:00 p.m. - 3:00 p.m.
Prevent, Detect, Respond: An End-To-End Guide To Brand Protection

Before valuable intellectual property rights can be protected against counterfeiting in the global arena, rights holders must put in place all of the appropriate protections. These protections consist of two main building blocks: international trademark registration schemes and available border control registration procedures. In this hands-on and interactive workshop, you will learn how to cost-effectively use these two blocks to full benefit for your company.

Benefits of workshop attendance:
- You will learn:
  - The various mechanisms for trademark infringement registrations internationally and obtain an overview of the diversity of available border control registration procedures
  - How to make an international anti-counterfeiting enforcement program possible for your company
  - The many worldwide nuances of registration and border enforcement practice with personal attention to unique problems confronting your company and clients

What We Will Cover:
- How to develop a strategic and cost-effective international trademark registration and customs border control plan focused on future anti-counterfeiting enforcement
- The first building block of protection—how U.S. trademark registration relates to international filings
- The options for international trademark filings—individual country filings, the European Community Trademark and the International Registration filing mechanism under the Madrid Protocol as well as the pros and cons of each
- Filing strategies including the use of defensive registration to protect brands when not doing business and strategies for filings in key sales markets vs. markets that are prime counterfeiting sources
- Explanation of varied international border control seizure and detention procedures
- Summaries of various customs border control and enforcement mechanisms worldwide

Workshop Leader
Josh Bourne is a co-founder and managing partner of Farwinds Partners LLC and President of The Coalition Against Domain Name Abuse (CADNA). Mr. Bourne is also a member of Trademark Association’s Internet Committee. He has been recognized as a leading expert in the domain name system, domain name strategy and corporate online management.

C 3:15 p.m. - 6:15 p.m.
Case Study: How to Implement an End-to-End Anti-Counterfeiting System

This workshop will show you how to implement an end-to-end counterfeiting system with the use of case examples. Those case examples will form the basis for discussion by the attendees to review, analyze, criticize, comment and dialogue on the cases, allowing the formation of the most effective anti-counterfeiting system a corporation can put together.

This workshop, an intensive and hands-on experience, will bring together a cross section of managers from a cross section of industries and a cross section of supply managers to come together and share their ideas for effective prevention, using the models of companies with effective end-to-end systems.

Benefits of workshop attendance:
- You will learn:
  - How to instigate anti-counterfeiting collaboration by the different elements of the supply chain

What We Will Cover:
- The views of other industry groups for views, techniques, problems and issues that they have faced—and how they have solved them
- How to compare other situations and experiences against the cases presented
- How to meet your specific needs and requirements using the case studies
- Develop a solid plan for achieving their anti-counterfeiting initiatives

Workshop Leaders
Lorne M. Lipkus, Partner, KESTENBERG SIEGAL LIPKUS
Erin O’Toole, Legal Counsel, PROCTOR & GAMBLE CANADA

Registration Information

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Register Online at www.anticounterfeitingsummit.com or Call 1-800-882-8684
Main Conference Day One

Tuesday, January 26, 2010

8:15  Registration and Continental Breakfast

8:45  Opening Remarks from the Co-Chairs

9:00  The Year in Review: The Latest Counterfeiting Trends, Legislation and Cases

To mount a successful attack on counterfeiters in 2010, it is important to understand the important counterfeiting trends, legislation and cases that impacted the war in 2009. In this session, conducted by experts highly skilled in the field, you will learn about:

- The new trends that changed the course of the war in 2010
- A new pattern in the enemy’s strategy: how can it be overcome?
- The anti-counterfeiting strategies that have worked successfully
- Where anti-counterfeiting efforts are heading
- Critical legislation that has impacted the war
- The important court decisions in the fight against counterfeiting

Eva M. Abrams, Attorney - Director, TIFFANY & CO.

Roy Albiani, Global Director, Brand Integrity, Life Scan Inc., a JOHNSON & JOHNSON COMPANY

10:00  Networking Coffee Break

10:30  How to Create, Budget and Manage a Successful Anti-Counterfeiting Program

As anti-counterfeiting networks increase in sophistication and organization, corporate counsel and brand protection officers must ensure that anti-counterfeiting defenses are functional and efficient—and that can even be done on a budget if it is carried out in the right way. Hear:

- A step-by-step guide to structuring, budgeting and delivering an integrated response to counterfeiting activities
- How to measure the effectiveness and impact of anti-counterfeiting
- What a successful internationalization strategy should consider
- Utilize predictive data analysis
- Evaluate necessary investigation resources
- Effective online counterfeiting enforcement strategies that work
- Using brand protection strategies successfully in Asia
- Why the law department should run and co-ordinate a company’s anti-counterfeiting activities

Tom A. Grace, Manager, Anti-Counterfeiting Initiatives, EATON CORPORATION

Chuck Williams, Manager, Brand Protection, US, Canada and Japan, CISCO SYSTEMS, Inc.

Erin O’Toole, Legal Counsel, PROCTOR & GAMBLE CANADA

11:30  The State of the ACTA Negotiations

This is a rare and unique opportunity to hear about the state of the ACTA negotiations from the chief U.S. negotiator for ACTA. You will hear about the past negotiations, what has happened, and the next steps in the talks. You will also be able to ask questions at the end of the session. Learn how they will impact your organization.

Kira Alvarez, Deputy Assistant U.S. Trade Representative for IP Enforcement, CHIEF U.S. NEGOTIATOR FOR ACTA

12:30  Networking Luncheon for Speakers and Delegates

1:30  Ask What Your Government Can Do For You

A panel of Washington insiders will discuss pending governmental initiatives at brand and IP protection, including the Anti-Counterfeiting Trade Agreement being negotiated by USTR and IP enforcement provisions contained in a pending Customs and Border Protection bill. Panelists will share insights into the items that are on the government policy agenda, how they got there and where they are headed. They will also offer practical advice to brand owners about how to stay abreast of governmental developments and how to have input into the process.

Susan Scafidi, Professor, FORDHAM LAW SCHOOL

Helen L. Winslow, General Counsel, VF Intellectual Property Services, Inc., SEVEN FOR ALL MANKIND

2:30  Refreshment Break

3:00  Global Snapshot: What are other Countries Doing to Combat Counterfeiting in 2010?

Any war against counterfeiting must be fought on an international basis. It also needs to be coordinated and American corporations need to know what is happening in different parts of the world. In this session, learn the most up-to-date developments in:

- India and China, two hotbeds of counterfeiting
- what’s happening in both countries in the fight
- what’s working and what’s not?
- the newest anti-counterfeiting techniques and strategies
- The surprising developments in Canada that add to the counterfeiting problem: can they be avoided?
- What’s happening in other hotbeds of Malaysia, Hong Kong, Taiwan, Russia, Pakistan, North and South Korea, Argentina, Brazil and Paraguay, among others)
- The latest enforcement strategies in the US in targeting illicit supply chains
- Using the Center for Supplier & Agent Integrity

Susan Wilson, Director, Office of Intellectual Property Rights, U.S. DEPARTMENT OF COMMERCE

Vance Lommen, Vice President, Brand Protection, OAKLEY

4:00  Why Isn’t the Message Getting Out There—and What Can You Do About It?

In order to win the counterfeiting war, it is absolutely imperative to educate the public about the severity of the problem. Most people don’t have a clue about counterfeiting. They have no idea of the dangers that lurk on the internet when buying goods online. They don’t even know how much their own safety is in danger. It begs the question: why isn’t the message getting out there? And what can we do about it? After all, the war can’t be won without the appropriate message to the troops—the ultimate consumers.

In this lively and provocative session, featuring a discussion between some very imaginative and creative personalities, you will hear about public education campaigns that work—and those that don’t. You will learn:

- How the war against counterfeiting cannot be won without effective education—but the right kind that works!
- Who has the responsibility—the government, brand owners, schools or trade associations?
- What has been successful—and what hasn’t worked?
- How can a message be put out cross-industry: and what should it be who will pay for it?
- The ingredients to a successful public education campaign—and how to make it work

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Main Conference Day Two

Wednesday, January 27, 2010

8:45 Co-Chairs’ Opening Remarks
Louis Ederer, Partner, Arnold & Porter

9:00 The Global Interaction of Anti-Counterfeiting Enforcement: A North American Perspective
Counterfeitors are using the differences between the laws and enforcement strategies of the U.S., Canada and Mexico to steal “under the radar” to import and distribute their illegal products. Without a strong understanding of the differences between these three jurisdictions, businesses will find it difficult to break the pattern of anti-counterfeiting. In this session, you will hear leading North American experts discuss:

- The laws and enforcement strategies in the U.S., Canada and Mexico
- Finding solutions when working with a reluctant government
- Overcoming the difficulties in Mexico
- Case studies in North American enforcement—and what businesses can learn from them
- The absolute need for co-operation between police forces, governments and customs

Moderator and Speaker
Lorne M. Lipkus, Partner, KESTENBERG SIEGAL LIPKUS (Toronto, ON)
Panel
Graham Burnside, Superintendent, ROYAL CANADIAN MOUNTED POLICE
Diana Martinez, Partner, DIANA KARINA MARTINEZ (Mexico City, MEXICO)
Heather O’Malley, National Program Manager, International Counterfeiting Enforcement DEPARTMENT OF HOMELAND SECURITY

10:00 Networking Refreshment Break

10:30 Some Valuable Insights on the Latest on Anti-Counterfeiting Technology
Anti-counterfeiting technologies are potent weapons in the anti-counterfeiting war. Used effectively, they work. Often, however, the counterfeiters find a way around the technologies and that, in turn, requires yet even more sophisticated methods to be found. Technological leap has helped in realization of various sophisticated anti-counterfeiting system as Security Holograms, Security Printing, Biometric Solutions, Digital Security, Card-based Technologies. In this session, you will learn about the latest technologies in the fight against counterfeiting. What is the latest news? What do the new technologies do? How effective are they? Hear two experts who have had extensive experience with these technologies. They will identify the differences in the technology and give the pros and cons of each so that business can make an informed consent. This is a valuable not-to-be-missed session!

Craig Thurber, Section Chief, International Counterfeiting Enforcement DEPARTMENT OF HOMELAND SECURITY
Dr. James Williams, Founder, Chairman and Chief Scientist, POLYONICS, Inc.

11:30 The Latest Cutting-Edge Strategies on How to Protect Your Company and Conquer the Counterfeiters on the Internet
The vast majority of online commerce is legitimate. However, given the global reach of the internet, potential abuses of online platforms by third parties can occur to the detriment of consumers, online market places and brand owners alike. Any effective strategy to fight the counterfeit problem requires a focus on both the offline physical and online virtual worlds. These panelists will present a cost-effective strategy drawn from a variety of real world case studies for mitigating these growing risks. You will learn:

- The best techniques to aggressively deal with growing online platforms
- How to compete and succeed online
- Partnering with online marketplaces to promote your brand
- Spotting the signs and identifying priorities of on-line threats
- How to report counterfeited goods offered by third parties on online marketplaces (Amazon, eBay, etc.)
- Discuss how to track down and ID website owners
- Assessing the technology

12:30 Networking Luncheon for Speakers and Delegates

1:30 U.S. Based Counterfeit Pharmaceutical Investigations
Counterfeit medicines represent an enormous public health challenge today. WHO estimates that around 1% of sales in developed countries to over 10% in developing countries are counterfeited and that counterfeit drugs are increasingly present even in better controlled markets. In this session, you will learn about:

- Key strategies for the investigation of counterfeit pharmaceuticals by non government entities
- How to develop working relationships with US law enforcement authorities
- What law enforcement authorities need when you ask for their assistance
- Understanding the various jurisdictions of US law enforcement and regulatory agencies who have the ability to enforce laws and involving counterfeit pharmaceuticals

Michael S. Russo, Global Security Manager, ELI LILLY & COMPANY, USA

2:15 The Newest Anti-Counterfeiting Strategies from the FBI
The FBI keeps changing its tactics in the fight against counterfeiters. That requires brand owners to work closely with the federal police in both countries and, ultimately, with the prosecutors. In this session, you will learn:

- How prosecutors are working in cooperation with victim manufacturers
- How prosecutors can interdict with serial copyright and trademark violators and build effective criminal prosecutions
- The types of investigations and related federal statutes that the FBI and RCMP conduct with respect to IP
- How the private sector can assist in law enforcement with investigations and best practices works with Customs
- The latest successes—and failures—of enforcement efforts

Peter Grossgold, Supervisory Special Agent, FBI, New York Office
Austin P. Berglas, Coordinating Supervisory Special Agent, Cyber Crime Unit, FBI, New York Office

3:30 The Latest in Effective Supply Chain Control to Combat Counterfeits
Another effective tool to halt counterfeiting is the effective control of the supply chain. In this session, you will learn:

- How to recognize the importance of distribution channel management and the danger of not managing it
- Effectively track who is selling your products by using extended warranties as weapons
- How to stop counterfeited and substandard products from finding their way into a secondary distribution channel or an "under the radar” to import and distribute their illegal products
- The latest in supply chain control techniques

Ed Haddad, Vice President, Intellectual Property, NEW BALANCE ATHLETIC SHOE

4:30 Conference Concludes

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