

13TH INTERNATIONAL CONFERENCE FRAUD AND COUNTERFEITING IN THE IMAGING SUPPLIES INDUSTRY

PRESENTED BY:



SEPTEMBER 19 -21, 2010

MARRIOTT BISCAYNE BAY HOTEL AND MARINA
MIAMI, FL

AFFILIATE
SPONSORS:





PROTECT YOUR BRAND.

13TH INTERNATIONAL CONFERENCE

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WHO SHOULD ATTEND?

MARKETING EXECUTIVES

BRAND PROTECTION EXECUTIVES

SECURITY PERSONNEL

LAW ENFORCEMENT AUTHORITIES

PRODUCT SAFETY COMPANIES

TELEMARKETING MANAGERS

PRODUCT MANAGERS

CORPORATE ATTORNEYS

LAW FIRMS

IMAGING SUPPLIES OEMS

SUPPLIES RESELLERS

SUPPLIES MANUFACTURERS



The 13th conference on Fraud and Counterfeiting in the Imaging Supplies Industry will provide a practical “hands on” approach to protecting brands, customers and reputations. International experts who have successfully developed and implemented strategies for brand protection and have prosecuted intellectual property and telemarketing fraud violations will present case studies. ISC member companies, security solution providers and law firms will share their experience in stopping industry pirates. Other anti-counterfeiting organizations including the IACC, CACP and ICCE will report on how they can support industry efforts. Special focus will be placed on international situations and on Internet IPR violation solutions. Every presenter has experience and expertise in showing leaders how to protect their brand. This is the premier international anti- fraud and anti counterfeiting conference in the Imaging Supplies Industry.



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CONFERENCE REGISTRATION FEES

ISC Members

Before August 1, 2010: **\$695**

After August 1, 2010: **\$795**

Non-Members

Before August 1, 2010: **\$895**

After August 1, 2010: **\$995**

Spouses and Guests

Before August 1, 2010: **\$150**

After August 1, 2010: **\$200**

REGISTER NOW

https://www.regonline.com/isc-2010_conference

MEALS AND RECEPTIONS

All meals, coffee breaks, and networking receptions are included in the conference fee.

HOTEL ACCOMMODATIONS

Rooms can be reserved at the ISC conference rate of \$99.00 by calling the Marriott directly at 800-228-9290 or 305-374-3900, prior to August 13, 2010. Refer to the Imaging Supplies Coalition Conference.

Click Here to Make Hotel Reservations

<http://www.marriott.com/hotels/travel/miabb-miami-marriott-biscayne-bay/?toDate=9/21/10&groupCode=isuisua&fromDate=9/19/10&app=resvlink>

CONFERENCE ATTIRE

To facilitate participation and information exchange at the conference, business casual dress is recommended.

CLE CREDIT

Approval for 11.00 hours of CLE credit for this conference has been approved by the Florida Bar Association Board of Continuing Legal Education.



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CONFERENCE SPONSORS:



CONFERENCE EXHIBITORS:





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THE PROGRAM

**SUNDAY, SEPT. 19
EVENING SESSION**

**MONDAY, SEPT. 20
MORNING SESSION**

6:00 - 8:00 pm

Registration & Networking Reception
Sponsored by Photizo Group



7:30 - 8:30 am

Registration and Continental Breakfast
Technology/Services Exhibits
Sponsored by Brady Brand Protection Solutions



8:30 - 8:40 am

Introductions
Allen Westerfield, President
Imaging Supplies Coalition

8:40 - 8:50 am

Welcome and Agenda
Andrew Gardner, ISC Chairman
World Wide Brand Protection Manager,
Lexmark International

8:50 - 9:00 am

Conference Antitrust Guidelines
Mark Schonfeld, ISC General Counsel
Partner, Burns and Levinson LLP
Review of ISC antitrust discussion guidelines

9:00 - 9:30 am

Keynote Address
W. Ralph Basham, Command Consulting Group
Retired Commissioner US Customs and Border Protection
Former Director US Secret Service

9:30 - 10:15 am

IACC Update
Bob Barchiesi, President
International Anti Counterfeiting Coalition
An update on the priorities and progress of the IACC

10:15 - 10:45 am

Break and Technology /Services Exhibits

10:45 - 11:30am

Imaging Supplies Industry Trends
John Shane, Director Supplies, Infotrends
An update on imaging supplies industry forecasts and trends, with a focus on emerging markets

11:30 - 12:15 pm

Technology in Brand Protection
Paul Kocher, CEO, Cryptography Research
An overview of new developments in the use of technology for brand protection

12:15 - 1:15 pm

Luncheon
Sponsored by Close The Loop





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MONDAY, SEPT. 20 AFTERNOON SESSION

- 1:15 – 2:00 pm A Case Study in Brand Protection
Jeff Kwasny, Brand Protection Programs Manager, HP
Comprehensive Brand Protection -Limiting Supply and Decreasing Demand for Counterfeit Goods.
David Cooper, Director, Global Anti-Counterfeiting Program, HP
Protecting Your Brand in the Electronics & Consumables Industry – The HP Way
- 2:00 - 2:45 pm Protecting the Brand from Gray Market Activity
Mark Schonfeld, ISC General Counsel
Partner, Burns and Levinson, LLP
An updated and practical guide to gray market issues and enforcement
- 2:45 - 3:15 pm Break and Technology /Services Exhibits
- 3:15 – 4:00 pm Intellectual Property in SE Asia and India
Byron Xavier, Legal Affairs Manager, Epson Singapore
An overview of the IP legislative and enforcement environment in South East Asia and India supplemented with a case study
- 4:00 - 4:45 pm Best Practices for a Global Brand Protection Strategy
Vaughn Volpi, Chief Strategy Officer and
Rudy Diaz, Chief Operating Officer, PICA International
The presentation will cover the components necessary to the development of a Global Brand Protection Strategy. Included will be a discussion of the program structure and global alignment and the four pillars of operational and tactical implementation.
- 4:45 - 5:30 pm Imaging Consumables Coalition of Europe (ICCE)
Andrew Gardner, Global Brand Protection Manager,
Lexmark International, Board Member ICCE
An update on the activities of the ICCE in EMEA, supplemented by a case study.
- 7:00 - 9:00 pm Dinner
Sponsored by Cryptography Research, Inc.





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THE PROGRAM

TUESDAY, SEPT. 21 MORNING SESSION

7:30 - 8:30 am

Continental Breakfast
Sponsored by New Momentum



8:30 – 9:15 am

CACP: Update from Washington
Rob Calia, Senior Director, Counterfeiting and Piracy.
US Chamber of Commerce
An overview of the US Chamber of Commerce many anti-counterfeiting activities with special focus on the legislative initiatives.

9:15 - 10:00 am

Case Studies in Brand Protection in Europe
Gerry Gallagher, Operations Director
i-Corporate Risk Consultants, LTD
A presentation on two counterfeiting case studies in Europe.

10:00 – 10:30 am

Break and Technology/Services Exhibits

10:30 - 11:15 am

The IPR Environment in Mexico
Roberto Arochi, Attorney, Arochi, Marroquin & Linder
An overview of the IPR environment in Mexico with a focus on brand owner's protection strategies. Supplemented by a case study

11:15 - 12:00 pm

Brand Protection in the Virtual World
Rob Holmes, Founder and CEO, IPCyberCrime
and Publisher of the "Knockoff Report"
A review of the threats to IPR posed by new developments in the online world.

12:00 - 12:15

Closing remarks by Allen Westerfield and Andrew Gardner

12:15 -1:15

Closing Luncheon
Sponsored by
Burns & Levinson LLP

