

PABS™12

Product Authentication & Brand Security Conference 2012

September 10-11, 2012 - Chicago, IL, USA

**The Established conference for all associated with
the product authentication and brand security
industry as user, producer or supplier**

Conference Outline



Jackie Marolda, Vice President and Senior Consultant, AWA Alexander Watson Associates, sets the context for this key industry event.

AWA announces PABS™ 2012 -The Product Authentication & Brand Security Conference – the 9th annual event focused on this emerging market segment. Led by industry experts, this forum assesses the industry, the developments, the opportunities and the challenges during each step of the process of including production authentication and brand security into/onto products and packaging. Each step is conveniently translated into a session during the conference: Market, Strategy Development & Implementation, Technologies & Solutions, and Enforcement & Litigation. Information, thoughts and ideas will be shared via presentations, panel discussions and networking sessions.

PABS 2012 provides an holistic overview of the counterfeiting industry, technology and solution innovations, opportunities, challenges and the different steps, elements and parties involved in the process creating, implementing and enforcing brand protection, product security and counterfeiting strategies. A focus is put on the role that technologies and solutions play in this process.

The Conference is conveniently divided into sessions which address key parts of the process namely: Markets, Strategy Development & Implementattion, Technology & Solutions , Enforcement & Litigation.

PABS 2012 is conveniently linked with the 2012 Label Expo in Rosemont (Chicago), Illinois. Conveniently timing these events provides a unique opportunity for those related to the label industry to receive an insight in the various steps, elements and parties involved in creating, implementing and enforcing brand protection and product security strategies. During the conference a focus is placed on the role technologies and solutions play.

We look forward to seeing you in Chicago on September 10 & 11.

Benefits

Unique Peer Networking

Informal and face-to-face networking opportunities with key industry players at a management, director and executive level.

Explore the Spectrum for New Business Strategies

Assess growth opportunities, market trends, technology developments via key industry presentations

Compilmentary Entrance for Brand Owners

All brand owners can attend on a complimentary basis

Cost Effective & Time Saving

You can combine the attendance of two events into one trip, as the conference is conveniently linked with the 2012 Label Expo in Rosemont (Chicago), Illinois allowing you to minimize travel, out-of-office time and maximize the number of people you meet. What is more,PABS 2012 will be co-located and co-hosted with Label Release Liner Industry Seminar 2012 and will offer a great opportunity to meet representatives from the industry.

Who Should Attend

Parties involved in fighting counterfeiting: technology/ solution providers, printer/converters, packaging engineers, designers legal institutions, governmental departments, associations, consultants and brand owners.

Level of Attendees

Decisions makers: Presidents/Vice Presidents,Owners, CEO's, Directors, Anti-Counterfeiting, Product Distribution Directors, Managers, Brand Managers, Trademark Managers, Engineers, IP lawyers, Brand Protection Control Specialists, Brand Security & Global Investigators, Intellectual Property Counsel, Enforcement Specialists and so on.

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Program

Monday, September 10th

9:00 - 9:15am **Conference Opening & Welcome Coffee**
Jackie Marolda, Vice President & Senior Consultant, AWA Alexander Watson Associates

General Session

9:15 - 9:45 **Product Authentication & Brand Security: A Growing Problem for Emerging Solutions**
Jackie Marolda, Vice President & Senior Consultant, AWA Alexander Watson Associates
An introduction and overview of the growing problem in product authentication and brand security, and the emerging technological solutions. This presentation will highlight the key industries hit by counterfeit and black market diversion, and highlight the opportunities and hurdles that the value chain faces.

9:45 - 10:15 **Counterfeit and Misrepresented Wine, Can It Be Ignored?**
K. Christopher Branch, Adjunct Professor of Wine Law, Loyola Law School, Los Angeles, and Principal of KC Branch Firm - A California Law Firm

In this presentation, Mr. Branch will explain the lucrative aspects of trading in counterfeit wines and spirits, these are usually simply misrepresented wines and spirits. However when the liquid in the bottle becomes poison, it's quite another matter. He will explore the legal options and potential liabilities of consumers or producers who do want to protect themselves from potentially counterfeit wine and spirits, a unique combination of artistic forging of consumer products bringing to mind clones of forged art.

10:15 - 10:45 **Defining the Public Health Threat of Food Fraud**
Douglas C. Moyer PhD(c) CPP, Researcher, Anti-Counterfeiting and Product Protection Program (A-CAPPP), School of Criminal Justice - Michigan State University

Food fraud is an intentional act for economic gain, whereas a food safety incident is an unintentional act with unintentional harm, and a food defense incident is an intentional act with intentional harm. Although economically motivated adulteration (EMA) may capture the motives of food fraudsters, the different types of food fraud are much broader than the simple adulteration of food. The presentation describes recent research that clearly defined food fraud and the threat to public health. A multi-disciplinary approach is used to explain the various types of food fraudsters and the necessary shift from intervention to prevention

10:45 - 11:15 **Coffee and Networking Break**

11:15 - 12:00 **Combatting Counterfeiting in the Imaging Supplies Industry**
Andrew Gardner, Worldwide Brand Protection Manager - Lexmark International and Allen Westerfield, President - Imaging Supplies Coalition

This presentation will discuss the counterfeiting problem in the imaging supplies industry, the unique issues faced, and the role of the Imaging Supplies Coalition. In addition, the discussion will cover the efforts & initiatives underway to combat the problem as well how OEM's, imaging supplies vendors and consumers can help prevent illegal activities. A case study from Lexmark International will illustrate the effectiveness of brand protection programs

12:00 - 12:30 **The Role of Standards in Combating Product Counterfeiting**
Richard Ward, Chairman - NASPO
A compelling business case for the use of international standards in a successful product protection strategy for brand equity & product IP.

12:30 - 1.30pm **Lunch and Tabletop Exhibition**

Strategy & Implementations Session

1:30 - 2:00 **On the Ground Brand Protection Strategy**
Edward Haddad, Vice President Intellectual Properties & Licensed Products - New Balance Athletic Shoe, Inc.
This presentation will highlight the fundamentals of a Brand Protection strategy from a Brand Owners perspective. Elements of this presentation comprise the organising of resources; undertanding the enemy; the appropriate actions that ought to be taken; cost implications and measuring success.

2:00 - 3:30 **Panel Discussion: Cooperating to Create, Implement and Enforce a Brand Protection Strategy**
Moderator: Jackie Marolda, Vice President & Senior Consultant - AWA
Panelists: Ken Branch, President - Security Consulting PICA, Tom Fitzsimons, Partner - Greer, Burns & Crain, Andrew Gardner, World Wide Brand Protection Manager - Lexmark International, Edward Haddad - New Balance Athletic Shoe, Inc., Vice President Intellectual Properties & Licensed Products

3:30 - 4:00 **Coffee break and Tabletop Exhibition**

4:00 - 4.30 **Protecting Brands Utilizing Radio Frequency Identification (RFID) Technology**
Michael Manley, Senior Business Development Manager, RFID - WS Packaging Group, Inc.
Brand owners increasingly face challenges with the issues of product diversion into unauthorized channels as well as counterfeiting. Both damage brand image, commercial relationships, and the bottom line. Identifying sources of product diversion is a primary challenge for many brand owners today. New Sunshine had been fighting this challenge for more than 10 years. By integrating RFID technology into their existing packaging, New Sunshine is able to immediately identify the diversion source or counterfeit product with minimal impact to existing business processes.

4:30 - 5.00 **The ROI of IP**
Mark Miller - Coating Tech Service, LLC and Devan V. Padmanabhan, Shareholder - Winthrop & Weinstine
The dramatic increase in the expectations of coated and converted products, in areas as diverse as optical films to battery technology, has put substantial pressure on the systems used to produce the next generation of innovation. This presentation/paper/discussion will exhibit a case study of how intellectual property creates value in the converting industry and what the impact is for all vendors of the converting supply chain. An investment in intellectual property provides innovative tools that will help converting companies improve products, tackle new markets, and develop new processes.

5:00 - 5.30 **Brand Protection Strategies for the Jewelry and Watch Industry**
Franck Bourrieres, Sales & Marketing Director - Prooftag
Brand protection for watch manufactures and jewellery creators through a distribution oriented strategy.

5.15 **Conference Close**

5:15 - 7:00pm **Cocktail Reception and Networking**

Program

Tuesday, September 11th

9:00 - 9:15am **Conference Opening & Welcome**
Jackie Marolda, Vice President, AWA Alexander Watson Associates

Enforcement & Litigation Session

9:15 - 9:45 **Litigating Against Counterfeiters: Practical Challenges and Strategies**
Tom Fitzsimons, Attorney at Law - Greer Burns & Crain
Litigating against counterfeiters presents unique challenges. Counterfeiters generally don't keep records, often insulate their identities (and bank accounts) from detection, and increasingly base some or all of their operations overseas. Counterfeiter's use of the internet has further complicated identifying and prosecuting them. There are some litigation strategies, however, that are useful to address some or all of these challenges. This presentation will explore the unique challenges presented and summarize some anti-counterfeit litigation strategies that have proven effective.

9:45 - 10:15 **Catching Counterfeiters: An Overseas Success Story**
Andrew Gardner, World Wide Brand Protection Manager - Lexmark International
A Lexmark case study highlighting the criminal enforcement action against a manufacturer of counterfeit printer supplies in China.

10:15 - 10:45 **Working with CBP to "Transform" protection of your IPR**
Geoffrey Ord, International Trade Specialist, IPR Policy & Programs Division Branch - U.S. Customs and Border Protection
U.S. Customs and Border Protection (CBP) enforces Intellectual Property Rights (IPR) at U.S. borders by seizing counterfeit and fake goods. CBP can issue civil fines and in appropriate cases can turn shipment information over to law enforcement for criminal prosecution. The flow of counterfeit and pirated goods is a global problem that requires vigorous collaboration between customs agencies and rights owners to ensure effective intellectual property enforcement at the border. Working with CBP provides many benefits for rights owners of patents, copy rights, and trademarks to ensure maximum intellectual property rights protection. The three steps you can take to maximize your relationship with CBP to improve IPR enforcement are e-Recordation, e-Allegations, and information sharing. This session will explain how to work with CBP and how you can enable CBP to better protect your intellectual property rights.

10:45 - 11:15 **Coffee and Networking Break**

Technologies & Solutions Session

11:15 - 11:45 **Brand Protection Techniques: Fighting Counterfeiting and Diversion with the Latest Technology**
Kevin Harrell, Director, Global Commercial Business - Kodak Security Solutions
Don't roll the dice when it comes to developing or improving your global brand protection strategy. Counterfeiting and Product Diversion continue to plague every brand owner in nearly all vertical industries in today's global market. Learn about new technologies and strategies for mitigating these risks, and how to change the game in your favor. See how layered overt and covert brand protection security features can be deployed in all kinds of packaging, inks, substrates, plastics, and even directly in products. Find out how software solutions can help tie your security print features together, with effective track and trace techniques. So don't take chances with your brand protection strategy - learn the new rules in the battle against counterfeiters and diverters.

11:45 - 12:15 **Improving the Distribution Chain Through Security Inks**
Nick Cooper, Marketing Director - Luminescence
This presentation will look at the way that digital technology is changing security printing. Variable data has become an essential part of security documents; whether it is a barcode on pharmaceutical packaging or a photograph on a passport. Nick will then describe the 3 levels of security features developed for a 'live' tax stamp project using inkjet printing and how the customer planned to verify these at different stages of the distribution chain

12:15 - 12:30 **Closing Remarks**

12:30 **Conference Close**

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Venue

Hyatt Rosemont
(near O'Hare Int'l Airport)
6350 North River Road
Chicago, IL 60018 - USA
Telephone: +1 (847) 518-1234
Fax: +1 (847) 653-4185

Hotel

Hotel accommodation is not included in the seminar registration fee and is the responsibility of individual participants. The Hyatt Rosemont Hotel offers a special room rate to seminar participants for bookings made before August 27 (available on a first-come, first-served basis). Please make reservations by calling +1 (847) 518-1234 or 800-233-1234 (domestic calls only) and mention that you will be attending this event in order to get the special room rate.

Special Room Rate

Single/Double Occupancy: USD 149 *

Triple Occupancy: USD 174 *

Quadruple Occupancy: USD 199 *

** Room rates are quoted exclusive of applicable state and local taxes (which are currently 13%) or applicable service, or hotel-specific fees in effect at the hotel at the time of the meeting.*

Terms & Conditions

Conference Fee

The registration fee includes conference attendance, lunch, coffee breaks, cocktail reception and online conference proceedings. Registrations may be limited and will be accepted on a first-come, first-served basis.

Payment

The conference fee must be paid to confirm registration. To pay by bank transfer, please use the bank information provided below. AMEX, Eurocard/MasterCard and VISA are accepted. Make checks payable to AWA Conferences & Events.

Cancellation Policy

Submit a cancellation in writing or by fax to AWA Conferences. You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the conference. Cancellations received between 29 and 0 working days prior to the conference will not receive a refund. If you can not attend, you may designate an alternative attendee from your company by contacting AWA Conferences. Registrants who fail to attend or cancel between the 29 and 0 working days prior to the conference are liable for the entire fee. No warranties for changes are expressed or implied. AWA Conferences reserves the right to cancel an event and commits to

Registration Form

Product Authentication & Brand Security Conference 2012

September 10-11, 2012
Chicago, IL, USA

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- Please register me for the conference USD 995
- Please register me for the event at the special Group registration fee USD 795
(applicable when registering 2 or more paying company delegates)
- I am an IAA or NASPO member, please apply 20% discount
- I am a brand owner, I would like to request a complimentary participation
- Reserve a tabletop exhibit for me at USD 795 *(conference registration is required)*

To register online, [click here](#)

To pay by credit card:

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AWA Alexander Watson Associates

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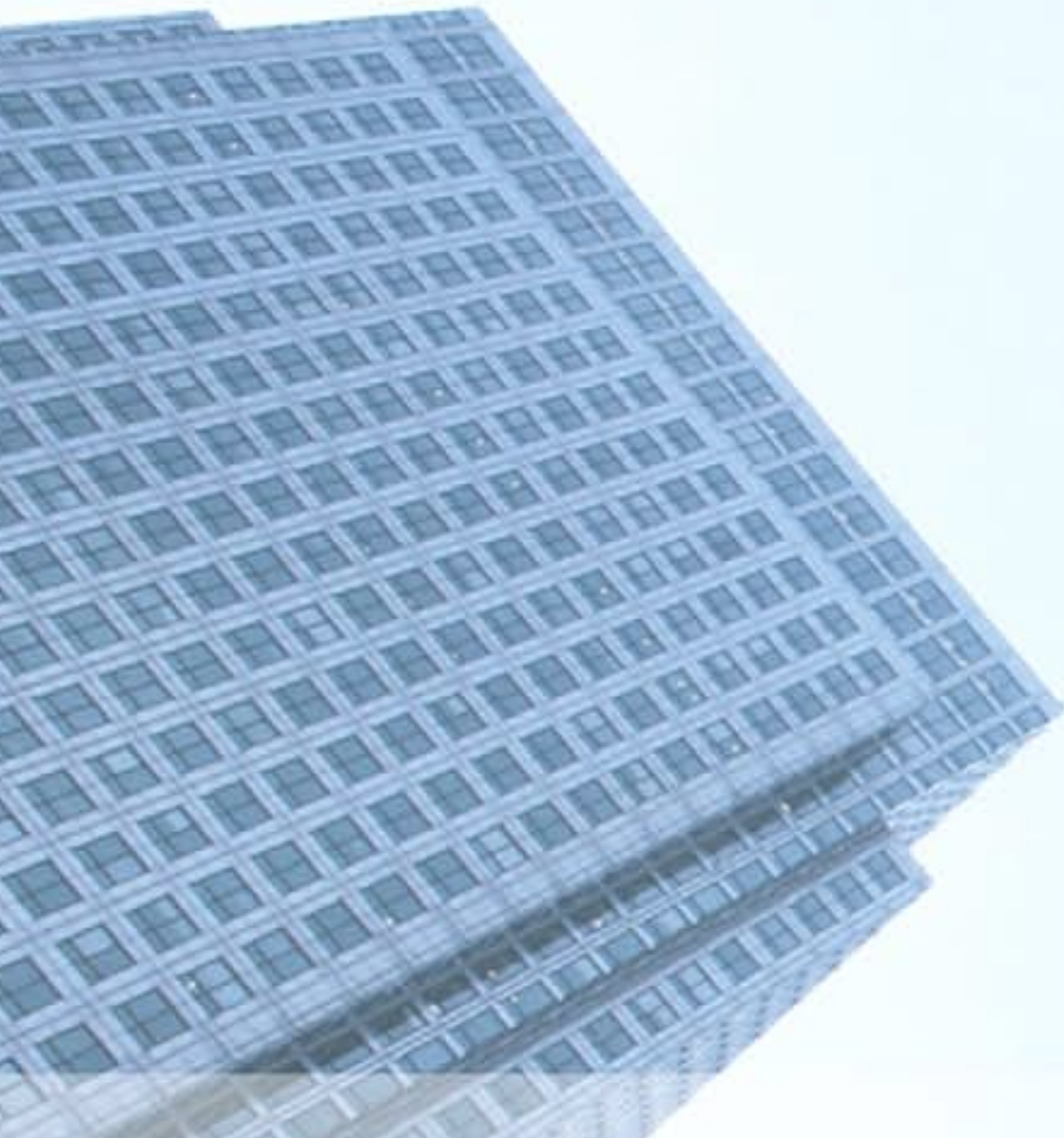
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