



Underwriters Laboratories Anti-Counterfeiting Virtual Research Symposium Speakers

Presenters:



Dennis Collopy

Alongside a successful four-decade long music industry career, Dennis has taught at various UK Universities including the University of Hertfordshire, where he is Senior Research Fellow. Dennis' research interests encompass international Intellectual property rights (IPR), cultural economics, management science and research methodologies. His work focuses on the demand and supply sides of modern business value chains, emerging new business models as well as challenges to organisational structures and global IP norms. Between 2008 and 2020 he has been involved in eight separate studies for UK Music and the UKIPO, mainly on IPR infringement and enforcement.



Renee Garrahan

Renee Garrahan works at the International Trademark Association (INTA) as an Associate, Economic Research. At INTA, Renee has worked on a mix of attitudinal, benchmarking, and economic impact studies. Renee holds a Bachelor of Arts in Interdisciplinary Mathematics and Economic from Fordham University.



Yi Qian

Yi Qian is an Associate Professor of Marketing and Behavioral Sciences at the Sauder School of Business, University of British Columbia, Canada. She is also a Research Associate at the NBER, U.S.A.. She holds B.A. in Economics, M.A. in Statistics, and Ph.D. in Economics all from Harvard University. Before joining UBC, she served as a faculty at the Kellogg School of Management and a research fellow at the Searle Center of Law and Economics and IPR, Northwestern University. Her substantive research is centered on the economics of innovation, intellectual property (IP), and brand management against counterfeiting.



Anqi Shen

Anqi Shen is Professor of Law at Northumbria Law School, Northumbria University, Newcastle upon Tyne, United Kingdom. She is author of *Offending Women in Contemporary China: Gender and pathways into crime* (Palgrave, 2015), *Women Judges in Contemporary China: Gender, judging and living* (Palgrave, 2017), *Internal Migration, Crime and Punishment in Contemporary China: An inquiry into rural migrant offenders* (Springer, 2018), and co-author of *Fake Goods, Real Money: The counterfeiting business and its financial management* (Policy Press, 2018).



Jeremy Wilson

Dr. Jeremy Wilson is a Professor of the School of Criminal Justice at Michigan State University, where he founded and directed for ten years the Center for Anti-Counterfeiting and Product Protection. As a scholar, educator, technical assistance provider, and advisor, Dr. Wilson has spent decades working hand-in-hand with industry, law enforcement, government, and other institutions to bring science to the development, implementation, and evaluation of strategies to protect intellectual property, bolster brand protection, and promote public safety. His current research centers on the development of a total business solution approach to brand protection, brand protection ROI, and police staffing.



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Panelists:

Discussion Topic - Consumer attitudes and behavior toward counterfeit purchases



Kasie Brill

Kasie Brill is the Vice President of Brand Protection and Strategic Initiatives at the U.S. Chamber of Commerce's Global Innovation Policy Center (GIPC) and the Executive Director of the Global Brand Council. Kasie advocates for the protection of IP rights both online and in physical markets with a special focus on designing public policy solutions to combat counterfeit goods. Prior to joining the Global Innovation Policy Center, Kasie served as an advisor to private sector clients fighting illegal online pharmacies. She also served as law clerk to The Honorable C. Ray Mullins, Chief Judge for the United States Bankruptcy Court for the Northern District of Georgia, Atlanta Division.



Michael Hanson

Michael Hanson is RILA's Senior Executive Vice President of Public Affairs, overseeing the Association's government affairs and communications arms. Hanson is responsible for identifying the industry's top public policy challenges and working with both leading retailers and key stakeholders to elevate the industry in Washington, DC and across the country.

Hanson most recently served as chief public policy officer at Sabre, a leading travel technology company, where he led legislative and regulatory strategy at the local, state and federal level. Prior to joining Sabre, he served as vice president for government affairs at JCPenney, where he was a leading contributor in shaping RILA's top public policy priorities. Earlier in his career, Hanson was a partner with the D.C.-based government consulting firm, C2 Group and also served as chief of staff to U.S. Representative Sam Johnson, Texas.



Judy Jeevarajan

Dr. Judy Jeevarajan is Research Director for Electrochemical Safety at Underwriters Laboratories. Dr. Jeevarajan has more than two decades of experience as a battery safety specialist. In her previous role at NASA, she participated in the Boeing air disaster investigations. Dr. Jeevarajan developed the battery redesigns that happened as a result of these incidents.



Rich Kaeser

Rich Kaeser is the Vice President of Global Brand Protection at Johnson and Johnson. He leads J&J's enterprise-level brand protection function, with responsibility for combatting illicit trade across all J&J business segments—pharmaceutical, medical device and consumer health—and operating companies worldwide. In his 27-year career with J&J, Rich has served in various leadership roles within J&J's medical device segment. Rich develops and implements effective brand protection programs for J&J's patients, consumers and brands. Mr. Kaeser is also the recipient of numerous leadership awards from J&J and has served on several boards, including the American Society for Bariatric Surgery (ASBS) and the Society for Cardiovascular and Interventional Radiology (SCIVR). He currently serves on the Board of Directors of the International Anti-Counterfeiting Coalition (IACC).



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Discussion Topic - Links between counterfeiting and criminal activities



Diganta Das

Dr. Diganta Das is an Associate Research Scientist at the Center for Advanced Life Cycle Engineering. His expertise is in reliability, environmental and operational ratings of electronic parts, uprating, electronic part reprocessing, counterfeit electronics, technology trends in the electronic parts and parts selection and management methodologies. Dr. Das is the technical committee chair for the long-running annual counter detection and avoidance symposium. He is a leader in Standards development and currently leads the assembly level counterfeit detection efforts in SAE and reliability prediction with IEEE.



Bruce Foucart

Bruce M. Foucart is an intellectual property rights enforcement professional with 31 years of U.S. federal law enforcement experience. Since transitioning to industry in 2017, he has worked as an anti-counterfeiting and IP protection consultant for several companies and coalitions. Bruce regularly provides advice to contractors seeking government contracts as well as investigative training internationally. He is the Deputy Director of Business Action to Stop Counterfeiting and Piracy (BASCAP), part of the International Chamber of Commerce. Prior to this, Mr. Foucart was the Director of the U.S. National Intellectual Property Rights Coordination Center from 2014-2016.



Melissa Maranville

Melissa Maranville is the Founder/CEO of DeVille and Associates, a public safety training agency located in Knoxville, TN, where she has been researching and developing law enforcement education and training content focusing on topics such as counterfeiting, illicit activity in the free trade zone, human and sex trafficking, cryptocurrency and the dark web, and transnational organized crime.

Melissa comes with over 25 years' experience in law enforcement educating, training, development, presenting, and lecturing.



Kevin Olive

Kevin Olive is a Brand Protection Manager with Underwriters Laboratories (UL) in the Americas. Kevin has 30 years prior law enforcement experience with 15 of those years with various types of investigations including, gangs, drugs, station detectives, undercover operations, and IP crimes. Kevin worked for the Los Angeles County Sheriff's Department and finished his law enforcement career working on the Counterfeit and Piracy Enforcement Team (CAPE).



Peter Sandborn

Peter Sandborn is a Professor in the Department of Mechanical Engineering and the Director of the Maryland Technology Enterprise Institute at the University of Maryland. Prior to joining the University of Maryland, he was a founder and Chief Technical Officer of Savantage, Inc. Dr. Sandborn has a Ph.D. degree in electrical engineering from the University of Michigan and is the author of over 200 technical publications and books on multichip module design, electronic parts, and cost modeling. He is an Associate Editor for the IEEE Transactions on Components, Packaging and Manufacturing Technology, a member of the Board of Directors for the International PHM Society, and a Fellow of the IEEE, ASME and PHM Society.

