

2009 International Law Enforcement IP Crime Conference



“Making a Difference – Delivering Operational Success”



Co-hosted by INTERPOL, An Garda Síochána and the Police Service of Northern Ireland in Partnership with Underwriters Laboratories

DUBLIN CONFERENCE AGENDA

Monday - September 28th, 2009

17:00 to 20:00

Conference Registration Table Open – Ballroom Foyer

17:30 to 18:00

Workshop Facilitator's Meeting

Four Seasons

18:00 to 20:00

Cocktail Reception

Four Seasons

Tuesday - September 29th, 2009

07:00 to 08:30

Conference Registration Table Open – Ballroom Foyer

09:00 to 09:05

Official Opening – Ballroom

Opening Remarks

Conference Chair: Honorable Ronald S. W. Lew, United States District Judge

09:05 to 10:00

Plenary Opening Session - Ballroom

The conference will officially open with welcoming remarks from the co-hosts, partners and invited dignitaries

Commissioner Fachtna Murphy, An Garda Síochána

Ronald K. Noble, Secretary General, INTERPOL

Chief Constable Matt Baggott CBE QPM BA (Hons), Police Service of Northern Ireland

Keith Williams, President and CEO, Underwriters Laboratories

10:00 to 10:30

Coffee Break

Group Photograph, Four Seasons

10:30 to 10:45

Plenary Session 1 – Ballroom

Moving Forward and Delivering Operational Successes from the Police Perspective

Supt. Graham Burnside, Director Federal Enforcement Branch, Royal Canadian Mounted Police

10:45 to 11:00

Plenary Session 1A - Ballroom

Moving Forward and Delivering Operational Successes from the Customs Perspective

*Mr. Daniel Baldwin, U.S. Department of Homeland Security, Assistant Commissioner
Office of International Trade, U.S. Customs and Border Protection*

11:00 to 11:30

Plenary Session 2 - Ballroom

Utilizing Effective & Unique Resources in Identifying Pirated Products

*Mr. Mick Buchan, Motion Picture Association International, EMEA Customs Liaison and Security Survey
Coordinator
Mr. David Mayberry, Federation Against Copyright Theft (FACT)*

11:30 to 12:10

Plenary Session 3 – Ballroom

Working in Partnership to Tackle IPC: Analytical Inputs and Outcomes

Ms. Bridget Lloyd, Assistant Director, Analytical Services, Police Service of Northern Ireland

12:10 to 12:40

Plenary Session 4 - Ballroom

**Educating IP Crime Law Enforcement - The Vision for Quality, Relevant and Timely IP
Crime Training**

*Mr. John Newton, Programme Manager INTERPOL IP Crime Programme
Mr. Patrick Boyle, President UL University*

12:40 to 13:40

Lunch

13:40 to 14:00

Exhibit Viewing & Networking

14:00 to 14:30

Plenary Session 5 – Ballroom

Understanding the International Dynamics of Counterfeiting and Piracy

Mr. Tim Phillips, Author of Knock Off

14:30 to 15:00

Coffee Break and Exhibit Viewing (Anti-Counterfeiting Group Displays)

15:00 to 15:15

Key Note Address

Assistant Secretary John T. Morton, U.S. Immigration and Customs Enforcement

15:15 to 16:00

Plenary Session 6 - Ballroom

Best Practices to Overcome the Obstacles in the Prosecution of Transnational Organized IP Crime Groups

Panel Moderator: Honorable Ronald S. W. Lew, United States District Judge

Panelist 1: Ms. Andrea M. Sharrin, Deputy Chief, Computer Crime and Intellectual Property Section, U.S. Department of Justice

Panelist 2: Mr. Jarlath Spellman, Office of the Director of Public Prosecutions, Dublin Ireland, Eurojust

Panelist 3: To be confirmed

16:00 to 17:00

Plenary Session 7 – Ballroom

Practical Techniques for Investigating Online Piracy and Counterfeiting Cases

Supervisory Special Agent Charles H Rankin, Intellectual Property Rights Unit, Federal Bureau of Investigation

Michael Kwan, Divisional Commander of the Copyright Investigation Division of the Hong Kong Customs

17:00 to 17:30

Plenary Session 8 – Ballroom

Reflections of Day One & Preparatory Briefing for Workshop Sessions

Honorable Ronald S. W. Lew, United States District Judge

Assistant Commissioner Derek Byrne, An Garda Síochána

17:30 to 19:00

Cocktail Reception and Exhibit Viewing (Anti-Counterfeiting Group Display)

Four Seasons

Wednesday - September 30th, 2009

09:00 to 11:00

Concurrent Operational Workshops – Block 1 – Delegates choose 1 workshop to attend

Workshop 01, Ballroom - Multi-Lingual

Conducting Successful Investigations to Combat Counterfeit Medical Products

Facilitator 1: Ms. Aline Plançon, INTERPOL-IMPACT Project Manager

Facilitator 2: Mr. Ashley How, European Director, Pharmaceutical Security Institute

Perspective 1: Mr. Hugo Bonar, Head of Investigations, Enforcement Section Irish Medicines Board

Perspective 2: Mr. Rich Halverson, Unit Chief, Outreach & Training National IPR Coordination Center

Perspective 3: Mr. Kevin Moore, Regional Director Ely Lilly UK

Workshop Themes

- Why collaboration and cooperation is essential to protect the health of the public?
- How your small piece of information or evidence fits a global jigsaw puzzle?
- Achieving national and international success against the counterfeiters and distributors?

Workshop 02, Hibernia I – English

Utilizing Effective Public/Private Partnerships to Combat IP Crime (Case Studies)

Facilitator: Mr. Erling Vestergaard, Danish Patent and Trademark Office

Perspective 1: Ms. Trine Dancygier, Head of Counterfeit Task Force Danish Customs

Perspective 2: Mr. Kenny Wright, IP Crime Expert with Danish Patent Office

Workshop Themes

- What are the advantages of the Danish IP Model?
- How was this structure developed and what challenges did it present?
- Can the model be applied in other jurisdictions?

Workshop 03, Hibernia II – English

Sport Industry Sector Case Studies

Facilitator: Mr. Tim Mascal, Director, IP Crime Unit representing the English Premier League

Perspective 1: Mr. Michael Ball, Security Manager, Pentland Brands Plc

Perspective 2: Ms. Joanne McNairn, Brand Protection Manager, Celtic Football Club, UK

Workshop Themes

- Overcoming competing business interests to combat counterfeiting.
- How brands can best provide law enforcement with evidence packages to support Internet investigations?
- Trade mark image databases: accurate, relevant and timely?

Workshop 04, Hibernia III – English

Partnering with Private Companies (In house Counsel) and Law Firms to Deliver Operational Successes (Case Studies)

Facilitator 1: Mr. Mike Manson, Smart & Biggar

Facilitator 2: Mr. Mark Murterperl, Fulbright & Jaworski

Perspective 1: Sgt. Tom McNulty, Royal Canadian Mounted Police

Perspective 2: Mr. Chris Oldknow, IP Enforcement Policy Counsel, Microsoft

Perspective 3: Mr. David Butler, Director and Trade Mark Counsel, GlaxoSmithKline Services Unlimited

Perspective 3: Ms. Andrea M. Sharrin, Deputy Chief, Computer Crime and Intellectual Property Section, U.S. Department of Justice

Workshop Themes

- The "Multi-pronged Approach" to fight IP Crime (coordinated action by brand owners, law enforcement and outside counsel)
- The do's and don'ts for effective enforcement;
- The "wish list" for improving effective enforcement

11:00 to 11:30

Coffee Break

11:30 to 13:30

Concurrent Operational Workshops – Block 2 – Delegates choose 1 workshop to attend

Workshop 05, Ballroom – Multi-Lingual

Converting Strategy into Tangible Proactive Results – Tobacco and Alcohol Focus

Facilitator: Mr. Terry Hobbs, Senior Investigations Manager, British American Tobacco

Perspective 1: Mr. Ian Howell, Tax & Brand Integrity Manager UK, Japan Tobacco

Perspective 2: Mr. Graham Foote, Corporate Security Ireland, Diageo

Perspective 3: Mr. Niall MacGinnis, Global Head of Corporate Security, Diageo

Perspective 4: Mr. Gaspare Cilluffo, Regional Intelligence Liaison Office, Western Europe, WCO

Workshop Themes

- Multi-brand seizures: sharing resources and managing investigations.
- Smuggling and counterfeiting: overcoming competing interests to achieve satisfactory prosecutions.
- Information sharing to support cross-border criminal investigations – how can it be improved?

Workshop 06, Hibernia I – English

Cross Industry Cooperation in Combating Regional IP Crime (Certification Industry Against Counterfeiting)

Facilitator: Mr. Brian Monks, Vice President Anti-Counterfeiting Operations Underwriters Laboratories

Perspective 1: Mr. Chuck Williams, Operations Manager, Brand Protection Cisco

Perspective 2: Ms. Katharina Seidel, Trade Mark Surveillance, TÜV Rheinland Product Safety GmbH

Workshop Themes

- How can the certification industry help the authorities (custom, police etc.) to identify counterfeited products? What tools do custom and police forces need?
- In respect of potential means - are authorities interested in education programmes?
- Why is it important to work together/ to help us?

Workshop 07, Hibernia II – English

Cross Border Mutli-Agency IP Crime Cooperation

Facilitator 1: Detective Superintendent, Eamon O'Grady, An Garda Síochána

Facilitator 2: Detective Constable Colin Cushley, Police Service of Northern Ireland

Perspective 1: Mr. Michael Doherty, Assistant Principal, Investigations Coordination Unit, Irish Customs

Perspective 2: Mr. Donal Keating, Senior Manager Worldwide Forensics and EMEA Business Intelligence, Microsoft Corporation

Perspective 3: Mr. Iain Hughes, Brand Integrity Manager Europe, Japan Tobacco

Perspective 4: SSA Ray Goergan, Federal Bureau of Investigation

Workshop Themes

- Overcoming competing interests to achieve satisfactory outcomes.
- Investigating transnational organized IP crime in the context of open borders.
- How can investigative information be shared to achieve common goals?

Workshop 08, Hibernia III – English

Utilizing Product Security Technologies to Defeat Transnational Organized IP Crime

Facilitator 1: Mr. Russ Lacoste, SICPA Product Security

Facilitator 2: Mr. Bill Kane, The Label Printers

Workshop Themes

To be confirmed

13:30 to 14:30

Lunch

14:30 to 15:00

Exhibit viewing and networking

15:00 to 17:00

Concurrent Operational Workshops – Block 3 – Delegates choose 1 workshop to attend

Workshop 09, Ballroom - Multi-Lingual

National and Regional IP Crime Capacity Building

Facilitator: Mr. John Newton, Programme Manager INTERPOL IP Crime Programme

Perspective 1: Mr. Benoit Godart, IP Crime Manager, Financial and Property Crime Unit, EUROPOL

Perspective 2: Dr. Michael Murphy, Enterprise Ireland (Irish Government Agency) (Opportunities in the European Commission's €1.4billion Security R&D Programme)

Perspective 3: Mr. Colin Denyer, Senior Investigations Manager, British American Tobacco

Workshop Themes

- How can INTERPOL and Europol add value to the investigative process?
- Managing partner expectations to tackle transnational organized IP crime.
- Examining opportunities to raise external funding to support proactive operations.

Workshop 10, Hibernia I – English

Utilizing Effective Public/Private Partnerships to Combat Piracy Optical Discs (Case Studies)

Facilitator: Mr. Mick Buchan, EMEA Customs Liaison and Security Survey Coordinator Motion Picture Association International

Perspective 1: Mr. Zach Toczynski, Manager, Anti-Piracy Training and Retail Investigations Entertainment Software Association

Perspective 2: Mr. Donal Keating, Senior Manager Worldwide Forensics and EMEA Business Intelligence, Microsoft Corporation

Perspective 3: SSA Charles H Rankin, Federal Bureau of Investigation

Workshop Themes

- Overcoming barriers to investigation to achieve successful investigations in diverse regions.
- Bridging the forensic gap to enhance operational success.
- Good practice arising from operational studies.

Workshop 11, Hibernia II – English

Conducting Successful Investigations to Combat Counterfeit Medical Products

Facilitator 1: Mr. Ashley How, European Director, Pharmaceutical Security Institute

Facilitator 2: Ms. Aline Plançon, INTERPOL-IMPACT Project Manager

Perspective 1: Mr. Kevin Moore, Regional Director Ely Lilly UK

Perspective 2: Mr. Rich Halverson, Unit Chief, Outreach & Training National IPR Coordination Center

Perspective 3: Mr. Hugo Bonar, Head of Investigations, Enforcement Section Irish Medicines Board

Perspective 4: Mr. Brian Donnelly, Director Pfizer Global Security

Workshop Themes

- Why collaboration and cooperation is essential to protect the health of the public.
- How your small piece of information or evidence fits a global jigsaw puzzle?
- Achieving national and international success against the counterfeiters and distributors.

Workshop 12, Hibernia III – English

Utilizing Effective Private Partnerships to Combat IP Crime (Private Investigation Firms)

Facilitator 1: Mr. Ted Kavowras, Panoramic Consulting

Facilitator 2: Mr. Neil Tunstall, Eye P Consulting

Workshop Themes

To be confirmed

18:00

Assemble at Four Seasons for departure to the Guinness Storehouse

18:30 to 22:00

Conference Social Event

Guinness Storehouse – Dublin

Thursday - October 1st, 2009

08:30 to 10:30

Concurrent Operational Workshops – Block 4 – Delegates choose 1 workshop to attend

Workshop 13, Ballroom – Multi-Lingual

Maximizing Police and Customs Partnerships to Combat Transnational IP Crime

Facilitator 1: Chief Inspector Chris Vansteenkiste, Chief IPR Crime Unit, Belgium Federal Judicial Police

Facilitator 2: Daniel Baldwin, U.S. Department of Homeland Security, Assistant Commissioner Office of International Trade, U.S. Customs and Border Protection

Perspective 1: Mr. Bart Crispyn, Belgium Customs

Perspective 2: Mr. Michael Doherty, Assistant Principal, Investigations Coordination Unit, Irish Customs

Perspective 3: Mr. Louis Moreau, Regional Intelligence Liaison Office, Western Europe, WCO

Workshop Themes

- Overlapping responsibilities: un-blurring the lines and moving forward together.
- Improving lines of communications to support meaningful partnerships.
- Is there a future for shared databases?

Workshop 14, Hibernia I – English

Utilizing Effective Public/Private Partnerships to Combat IP Crime

Facilitator 1: Mr. Michael Ellis, Global Brand Protection Manager, Beiersdorf AG

Facilitator 2: Mr. D'Arcy Quinn, Director Anti-Counterfeiting, CropLife International

Perspective 1: Law Enforcement representative (TBC)

Workshop Themes

- Would publicizing counterfeit products that pose a danger to the health and safety of consumers increase the likelihood of successful law enforcement interventions?
- How can media be used by private industry to highlight successes, raise awareness and motivate more public sector involvement?
- Should 'facilitators', including shipping companies, parts suppliers and exporters, be held responsible for counterfeits?

Workshop 15, Hibernia II – English

Utilizing Effective Training Programs to Support Proactive Interventions in Transnational Organized IP Crime

Facilitator 1: Mr. Patrick Boyle, President UL University

Facilitator 2: Roberto Manriquez, Crime Intelligence Officer, INTERPOL IP Crime Programme

Perspective 1: Mr. Rich Halverson, Unit Chief, Outreach & Training National IPR Coordination Center

Perspective 2: Mr. Michael L. Smith Attorney-Advisor, Office of Intellectual Property Policy and Enforcement USPTO

Workshop Themes

- What training is currently available and to what extent is it integrated with proactive operations?
- Identify duplication and training gaps.
- How to deliver sustainable IP crime training where it is needed the most.

Workshop 16, Hibernia III – English

Linking National and Regional IP Crime Strategies to Deliver Best Practices

*Facilitator: Mr. Phil Lewis, Senior National Expert, Enforcement of Industrial and Intellectual Property Rights
European Commission Internal Market and Services Directorate General*

*Perspective 1: Acting Detective Inspector Graham Mogg, Head of Intelligence Hub, IP Enforcement Unit, UK
IPO*

Perspective 2: Mr. Matthew Bassiur, U.S. Department of Justice

Workshop Themes

- Ensuring national and regional control strategies and intelligence flows are compatible with those of enforcers who tackle crime on the ground. How can we ensure they fit?
- Has the time come for National Centres for IP enforcement and specialist enforcement units?
- What can be done to improve and ensure regulatory environments work best for enforcement?

10:30 to 11:00

Coffee Break

11:00 to 12:30

Plenary Session 9 - Ballroom

Workshop facilitators review lessons learned and interact with conference delegates

*Moderated by the Honorable Ronald S. W. Lew, United States District Judge and Assistant Commissioner
Derek Byrne, An Garda Síochána*

12:30 to 13:30

Lunch

13:30 to 15:00

Plenary Session 9 - Ballroom (Continued)

Workshop facilitators review lessons learned and interact with conference delegates

*Moderated by the Honorable Ronald S. W. Lew, United States District Judge and Assistant Commissioner
Derek Byrne, An Garda Síochána*

15:00 to 15:30

Plenary Closing Session - Ballroom

The conference will officially close with remarks from the co-hosts, partners and invited dignitaries.