



Crossing Borders and Sectors: Exploring Robust Anti-Counterfeiting Solutions

AGENDA

Wednesday, September 22, 2010 – 9:00 a.m. – 5:00 p.m.

A World Standards Week 2010 event
Crowne Plaza Washington National Airport
1480 Crystal Drive, Arlington, Virginia 22202

This one-day conference will define and address the need for anti-counterfeiting solutions that are applicable across industries, market sectors, and national borders. Participants will work collaboratively through several panels, presentations, and guided discussions to input to a final deliverable report.

Time	Topic	Presenter
9:00 am	Welcome and Opening Remarks	Joe Bhatia President and CEO, American National Standards Institute (ANSI)
9:10 am	Keynote Address Commissioner Beresford will present an overview of the United States Patent and Trademark Office's efforts to fight counterfeiting and protect intellectual property rights. The Commissioner's 20-minute presentation will be followed by 20 minutes of interactive Q&A with participants.	Lynne G. Beresford Commissioner for Trademarks, U.S. Patent and Trademark Office, U.S. Department of Commerce
9:50 am	Identifying Cross-Sector Needs During this session, panelists will discuss the particular and urgent challenges their industry is facing, and will identify areas where their needs cross sectors. <i>This hour-long discussion will be followed by 30 minutes of interactive Q&A with participants.</i> <ul style="list-style-type: none"> ■ Consumer Goods ■ Aerospace Electronics ■ Food Ingredients and Pharmaceuticals ■ Intellectual Property Rights 	<p><i>Moderator:</i> Scott Cooper Vice President, Government Relations, ANSI</p> <p><i>Panelists:</i> Brian Monks Vice President, Anti-Counterfeiting Operations, Underwriters Laboratories</p> <p>Don Davidson Chief, Outreach and Standardization, Trusted Mission Systems and Networks, U.S. Department of Defense</p> <p style="text-align: right;"><i>(continued)</i></p>

	Identifying Cross-Sector Needs (continued)	<p>Markus Lipp Director, Food Ingredients Standards, U.S. Pharmacopeia</p> <p>Edward Gibson Director, U.S. Forensics Technology Solutions, PricewaterhouseCoopers</p> <p>Michael O’Neil Executive Director, North American Security Products Organization</p>
11:20 am	Break	
11:35 am	<p>Working Together to Combat Global Transnational Organized Counterfeiting</p> <p><i>A 20-minute presentation followed by 20 minutes of interactive Q&A with participants</i></p>	<p>John Newton Intellectual Property Program Manager, INTERPOL</p>
12:15 pm	Networking Lunch	
1:30 pm	<p>Guided Discussion: Best Practices</p> <p>Currently, stakeholders rely upon their own solutions to manage the counterfeiting challenge with varying levels of success. But for organizations and government agencies that operate many different product lines and in different jurisdictions, a more robust and effective cross-sector focus is needed.</p> <p>This session will examine the specific areas where cross-industry standards or best practices can be developed.</p>	<p>Moderators:</p> <p>Brad Botwin Director, Industrial Base Studies, Office of Technology Evaluation, U.S. Department of Commerce</p> <p>Ric Loeslein Naval Air Systems Command</p>
2:50 pm	Break	
3:10 pm	<p>Guided Discussion: Global Supply Chain Monitoring</p> <p>Standards are just good ideas without robust conformance practices, especially when goods and services cross borders. What types of conformity assessment activities are currently working in the marketplace, and where might we target areas for improvement?</p>	<p>Moderator:</p> <p>William G. Raisch Director of the International Center for Enterprise Preparedness at New York University</p>
4:30 pm	Next Steps and Wrap Up	Scott Cooper
4:50 pm	Closing Remarks	Joe Bhatia