

**2010 World Standards Week**  
**Crossing Borders and Sectors: Exploring Robust Anti-Counterfeiting Solutions**  
**Speaker Biographies**

<p><b>S. Joe Bhatia</b>  <i>Opening and Closing Remarks</i></p>	<p>S. Joe Bhatia is the president and chief executive officer of the American National Standards Institute (ANSI).</p> <p>In 2009, Mr. Bhatia was elected to serve as vice president for the Pan American Standards Commission (COPANT) for a two-year term. He also serves as vice chairman of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16), a joint program of the U.S. Department of Commerce and U.S. Trade Representative. A member of the International Organization for Standardization (ISO) Council and its Standing Committee on Strategies, Mr. Bhatia also holds a seat on the Oakton Community College Education Foundation Board and recently retired as a member of the National Fire Protection Association Board of Directors.</p> <p>Prior to joining ANSI, Mr. Bhatia held the position of executive vice president and chief operating officer of the international group at Underwriters Laboratories Inc. (UL). During his 35-year tenure with UL Mr. Bhatia assumed positions of progressive leadership in global business operations. His areas of responsibility included engineering, governmental and congressional liaisons, external affairs, follow-up (certification) services, and direction of UL's \$300+ million international operations.</p>
<p><b>Lynne G. Beresford</b>  <i>Keynote Speaker</i></p>	<p>Lynne G. Beresford is the United States Patent and Trademark Office (USPTO) commissioner for trademarks. Ms. Beresford joined the USPTO as a trademark examining attorney in 1979 then held a variety of positions with increasing responsibility. She also served as president of the Trademark Office Society (now NTEU 245), the union representing examining attorneys in 1984, and the chief negotiator for the union in 1985. In 1995, Ms. Beresford joined the Office of Legislation and International Affairs, where her portfolio included trademarks, geographical indications, and domain names. She chaired every meeting of the World Intellectual Property Organization's (WIPO's) Standing Committee on Trademarks, Industrial Designs, and Geographical Indications from its inception in 1997 until late 2001.</p>
<p><b>Brad Botwin</b>  <i>Co-Moderator, guided discussion</i></p>	<p>Brad Botwin is the director of industrial studies, Office of Technology Evaluation in the U.S. Department of Commerce's Bureau of Industry and Security. In this capacity he is responsible for developing analyses and implementing programs designed to ensure a technologically superior and competitive defense industrial base capable of meeting U.S. economic and national security requirements. Mr. Botwin's programmatic responsibilities include: Assessments of U.S. Industrial Capabilities and Critical Technologies; Section 232 Investigations of the Effect of Imports on National Security; Foreign Availability Assessments; and Short Supply Determinations.</p>

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<p><b>Scott P. Cooper</b>  <i>Moderator, panel one</i></p>	<p>Scott Cooper is vice president of government relations at the American National Standards Institute (ANSI). In this position, Mr. Cooper serves as ANSI's spokesperson and liaison to federal, state, and local government agencies and to Congress and congressional staff. He supports the activities of the ANSI National Policy Committee and the ANSI Government Member Forum, working with the members of these committees to develop and advance the Institute's positions and policies at all levels of government.</p> <p>Mr. Cooper joined ANSI staff in April 2007 with a broad range of experience in industry, not-for-profit organizations, academia, and government. He has more than a decade of experience as a staff member in the U.S. House of Representatives and service at the Department of Commerce (DOC), as well as for the Peace Corps.</p>
<p><b>Don Davidson</b>  <i>Panelist, panel one</i></p>	<p>Don Davidson, chief of outreach and standardization, Trusted Mission Systems and Networks, U.S. Department of Defense (DoD), has 35 years of federal service including 11 years active duty, as well as civilian assignments in the Army Research Laboratory, Army Materiel Command, Army Secretariat, U.S. Joint Forces Command, OSD-Acquisition, Technology &amp; Logistics (AT&amp;L), and now OASD-Networks and Information Integration (NII).</p> <p>He currently chairs a Global ICT-SCRM Ad-Hoc Working Group (WG) under the International Committee for Information Technology Standards (INCITS). He serves as the government co-chair for the Acquisition &amp; Outsourcing Working Group with the Software Assurance Program, a public-private partnership effort sponsored by DoD, Department of Homeland Security (DHS), and Department of Commerce (DOC)/National Institute of Standards and Technology (NIST). He also serves as the director for defense applications with the International Society of Logistics.</p>
<p><b>Edward Gibson</b>  <i>Panelist, panel one</i></p>	<p>Edward Gibson, Esq., CISSP, FBCS, is a director in the forensics technology solutions group at PricewaterhouseCoopers (PwC), specializing in gathering intelligence to detect, mitigate, and prevent corporate risks such as economic espionage and cyber attacks.</p> <p>Prior to PwC, Gibson was the chief cyber security advisor for Microsoft Ltd. in the United Kingdom. From 1985-2005 Gibson was a career FBI special agent. He specialized in investigating complex international white-collar crimes, and was cited for his work in various espionage investigations involving FBI and CIA traitors. Assigned to the FBI's Office of Legal Attaché, U.S. Embassy London from 2000-2005, he was responsible for FBI cyber investigations in the UK and Ireland involving terrorism, extortion, kidnapping, crimes against children, and frauds.</p> <p>From 1980-1985, Gibson was a lawyer for a U.S. based multinational corporation. He is also a qualified solicitor in England and Wales, was a special assistant United States attorney, is a Vietnam era veteran (U.S. Army), and holds an active top security clearance. He is also a certified information systems security professional, fellow of the British Computer Society, and a member of the Information Security - Europe "Hall of Fame."</p>

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<p><b>Markus Lipp</b>  <i>Panelist, panel one</i></p>	<p>Dr. Markus Lipp joined US Pharmacopeia in 2008 as the director, food standards. In this role, Dr. Lipp is responsible for the Food Chemicals Codex (FCC), a compendium of standards for the identity, quality, purity, and strength of food ingredients in wide international use.</p> <p>Prior to this position, he worked as the director for science and research at the International Bottled Water Association and as the global lead for detection methods and reference materials at Monsanto Co. Furthermore, his experiences include working for Unilever at its Dutch research facility and for the Joint Research Center of the European Commission in its facility in Italy, both positions focused on ensuring food authenticity and safety (in particular related to fats and oils), as well as labeling and testing requirements regarding genetically modified organisms in food and feed.</p>
<p><b>Ric Loeslein</b>  <i>Co-Moderator,  guided discussion</i></p>	<p>Ric Loeslein is the Naval Air Systems Command (NAVAIR) Diminishing Manufacturing Sources and Material Sources (DMSMS) team lead. This team supports the various NAVAIR programs in mitigating DMSMS issues with their respective weapon systems. The team was recognized as the Department of Defense DMSMS Team of the Year for 2007 at the DMSMS Conference.</p> <p>Mr. Loeslein is a retired Naval Aviator having served in maintenance and operational positions with various helicopter anti-submarine units. He was the officer-in-charge of two reserve helicopter squadrons and the Aircraft Intermediate Maintenance office at Naval Air Station Willow Grove.</p> <p>Mr. Loeslein was a senior systems engineer for Flight Dynamics and Safety, Inc., supporting NAVAIR programs until accepting a government position at the Naval Air Systems Command in Patuxent, MD in 1998. He has been involved in the DMSMS arena since 2001 and is a member of the Department of Navy (DON), DoD and NAVAIR DMSMS Working Groups.</p>
<p><b>Brian Monks</b>  <i>Panelist, panel one</i></p>	<p>Brian Monks is the vice president of anti-counterfeiting operations for Underwriters Laboratories Inc. (UL). He works closely with the Bureau of Customs and Border Protection, U.S. Immigration and Customs Enforcement, the Royal Canadian Mounted Police, and law enforcement agencies internationally to identify and seize products bearing counterfeit UL marks. Mr. Monks has worked in the area of intellectual property enforcement for over ten years and was the driving force behind the creation of UL's highly regarded program.</p> <p>Mr. Monks is an executive board member of the International Anti-Counterfeiting Coalition (IACC) in Washington, D.C., and acts as a special advisor to the National Electrical Manufacturers Association (NEMA) Anti-Counterfeiting Task Force. He is also a member of the NYC Mayor's Anti-Counterfeiting Task Force, the Canadian Anti-Counterfeiting Network, the International Trademark Association (INTA) Anti-Counterfeiting and Enforcement Committee, the World Customs Organization Intellectual Property Rights (IPR) Strategic Group, and co-chair of the Interpol Intellectual Property Crime Action Group. Mr. Monks holds a BS in electrical engineering and a masters in business administration.</p>

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<p><b>John Newton</b>  <i>Presenter</i></p>	<p>John Newton is the INTERPOL intellectual property rights (IP) programme manager and has been responsible for developing the INTERPOL IP crime program since 2003. In this position, Mr. Newton works to provide international IP crime policing leadership and forge a more productive public-private partnership with IP crime affected industries, cross-industry representative bodies, and other international organizations.</p> <p>The expansion of the fully interactive online International Intellectual Property Crime Investigators College (IIPCIC), an INTERPOL initiative in cooperation with UL University, is an essential part of the drive to ensure all public and private sector IP crime investigators benefit from this training resource to enable them to participate in INTERPOL-led proactive regional interventions in this criminality.</p>
<p><b>Michael O'Neil</b>  <i>Panelist, panel one</i></p>	<p>Mike O'Neil is the executive director of the North American Security Products Organization (NASPO). He has worked in the security and financial field for the past 20 years. During that period he has been a contributing member of the Document Security Alliance, the International Association of Financial Crimes Investigators, the Retail Protection Association, and the American National Standards Institute (ANSI) Steering Committee for Identity Theft Prevention and Identity Management Standards Panel (IDSP).</p> <p>Mr. O'Neil has recently been delegated the responsibilities of secretariat to the International Organization for Standardization (ISO) Technical Committee (TC) 247, <i>Fraud Countermeasures and Controls</i>, and is the ANSI-accredited U.S. Technical Advisory Group (TAG) administrator in support of TC 247 and Policy Committee (PC) 246, <i>Anti-counterfeiting Tools</i>. He is also the principal and managing member of Citadel Security Alliance, LLC.</p>
<p><b>William G. Raisch</b>  <i>Moderator,  guided discussion</i></p>	<p>Bill Raisch is director of the International Center for Enterprise Preparedness (InterCEP) at New York University. He founded the center with initial funding from the U.S. Department of Homeland Security (DHS) as the world's first academic research center dedicated to private sector emergency preparedness and resilience. His work at InterCEP focuses on the development of actionable strategies and policies in this arena through active engagement of key stakeholders.</p> <p>Directly prior to founding the Center, Mr. Raisch served as the private sector preparedness advisor to the Federal 9-11 Commission and assisted in developing the Commission's recommendations on private sector emergency preparedness. He continues to support the efforts of the 9-11 Public Discourse Project in its ongoing reporting and advocacy activities.</p> <p>Mr. Raisch serves on various international advisory and standards bodies including the International Organization for Standardization (ISO), the American National Standards Institute (ANSI), the National Fire Protection Association (NFPA), and the Contingency Planning Exchange. He has provided expert testimony to a diversity of governmental bodies and appears on national media on issues of emergency preparedness and organizational resilience.</p>