



The National Intellectual Property Rights Coordination Center  
*presents*

## The 2017 IPR Center Symposium *“Solving the E-Commerce Puzzle”*



### Welcoming Remarks/Introductions

**9:00 a.m. – 9:05 a.m.** IPR Center Acting Director Nick Annan

**9:05 a.m. – 9:10 a.m.** HSI Acting Executive Associate Director Derek Benner

**9:10 a.m. – 9:15 a.m.** CBP Office of Trade Deputy Executive Assistant Commissioner Cynthia Whittenburg

**9:15 a.m. – 9:20 a.m.** FBI Deputy Assistant Director J.C. Hacker

#### Keynote Speaker

**9:20 a.m. – 9:30 a.m.**

IP Enforcement Coordinator Vishal Amin

#### Panel Discussion:

**A model for pulling all the puzzle pieces together**

**9:30 a.m. – 10:15 a.m.**

Automotive Anti-Counterfeiting Council (A2C2)

Moderator William “Andy” Forsythe  
Brand Protection Manager, Nissan North America  
President, Automotive Anti-Counterfeiting Council

Panelists Jason S. Kosofsky, Global Brand Protection, Ford Motor Company  
John Lancaster, National Wholesale Parts Manager, Subaru  
Teena Bohi, Brand Protection Analyst, Toyota

#### BREAK

**10:15 a.m. – 10:35 a.m.**

#### Panel Discussion:

**An ever-changing marketplace with endless online opportunities**

**10:35 a.m. – 11:20 a.m.**

Moderator Special Agent Jon Ruttencutter  
ICE HSI

Panelists Charles Wright, Associate General Counsel, Amazon Marketplace  
Spencer Jones, Director Legal/Americas Litigation/Global Asset Protection, eBay  
Matthew J. Bassiur, Vice President, Head of Global IP Enforcement, Alibaba Group

#### LUNCH BREAK

**11:20 a.m. – 1:00 p.m.**

**Panel Discussion:**

**Establishing safeguards to protect your money**

**1:00 p.m. – 1:45 p.m.**

Moderator: Steve Shapiro – FBI, Supervisory Special Agent, IPR Center

Panelists Dan Pearson, Strategic Intelligence Manager, Western Union  
John Verdeschi, Senior Vice President, Customer Performance Integrity, Mastercard  
Pete Caddigan, Head of Law Enforcement Liaison, Moneygram International

**Panel Discussion**

**Moving a maze of merchandise trending from docks to doorsteps**

**1:45 p.m. – 2:30 p.m.**

Moderator: John Leonard  
Executive Director, CBP Trade Policy & Programs

Panelists Marianne Rowden, President/CEO, American Association of Exporters/Importers  
Cynthia Chandler-Snell, Senior Counsel, FedEx Express  
Shoshana Grove, CEO, International Bridge, Inc.

**BREAK**

**2:30 p.m. – 2:50 p.m.**

**Panel Discussion**

**How industry is changing the way it does business**

**2:50 p.m. – 3:35 p.m.**

Moderator Laurie Iacono Program Manager/Brand-Consumer Protection  
National Cyber Forensics & Training Alliance

Panelists Libby Baney, Principal, Faegre Baker Daniels Consulting  
Rachel Nyswander Thomas, Senior Vice President, Operations & Public Policy, Trustworthy  
Accountability Group  
Joel Schwarz, Senior Director, Global Internet & Data Analytics, Business Software Alliance

**Panel Discussion**

**Challenges facing enforcement**

**3:35 p.m. – 4:20 p.m.**

Moderator Kasie Brill, Senior Director, Brand Protection, Global Innovation Policy Center,  
U.S. Chamber of Commerce

Panelists Lev Kubiak, Vice President, Deputy Chief Security Officer, Global Security/Compliance Division,  
Pfizer Inc.  
Christopher S. Merriam, Deputy Chief for Intellectual Property  
Computer Crime & Intellectual Property Section, U.S. Department of Justice  
Caridad Berdud, Attorney-Advisor, Office of Policy and International Affairs  
U.S. Patent and Trademark Office

**Closing Remarks**

IPR Center Deputy Director William G. Ross