




Anti-Counterfeiting & Brand Protection™

West Coast

January 24-26, 2011 | San Francisco, CA

Join rights holders from around the world at the premiere anti-counterfeiting event to address the latest trends, legislation and case law and hear from leading companies on today's best practices in brand protection and IP enforcement.

What's New for 2011?

-  Online Monitoring and Brand Protection Master Class
-  Focus on Asia and the Pacific Rim
-  Brand Protection in the Entertainment Industry
-  Strategies Tailored for Small to Mid-Sized Companies

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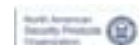
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Anti-Counterfeiting & Brand Protection West Coast

Dear Colleague,

According to the Organization for Economic Cooperation and Development, **global trade in counterfeit and pirated goods rose from about \$100 billion annually in 2000 to about \$250 billion in 2007**. As part of a cross-industry effort to address this global pandemic, IQPC and Legal IQ wrapped-up another successful meeting in New York City in September. At about the same time and halfway across the world, those involved in the Anti-Counterfeiting Trade Agreement negotiations reached a major milestone, constructively resolving nearly all substantive issues between the approximately 40 nations involved.

Despite these efforts, though, our economies continue to suffer from a sharp increase in trade in fake and pirated goods, aided by the Internet which has made it easier for buyers and sellers of counterfeit goods to come together and also to distribute pirated music, movies and software. In order to ensure these traffickers of illegal goods don't win this war, **governments, law enforcement and brands must continue to engage with one another and to work toward a common goal.**

To facilitate this, IQPC and Legal IQ are proud to invite you to take part in our next meeting, Anti-Counterfeiting & Brand Protection West Coast in January 2011 where we will continue the dialogue and strategy-building at our September event. What you can expect, as always, is a packed program of case studies and panels showcasing today's anti-counterfeiting best practices. In addition to an exclusive senior level speaker faculty representing some of the most globally recognized brands, we will also have several new additions. **Our 2011 program will introduce content specifically designed for small to mid-sized companies as well as new interactive formats intended to maximize information-sharing and enhance your on site experience.**

I look forward to meeting you in January in San Francisco!



Christopher Boucher
Sr. Program Director

P.S. Maximize your learning experience by attending our Master Class and Workshop series! See page 3 and register today!

Sponsorship and Exhibition Opportunities

Sponsorships and exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision makers attending Anti-Counterfeiting & Brand Protection West Coast. IQPC and Legal IQ help companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

IQPC will seek CLE accreditation in those states requested by registrants (post conference) which have continuing education requirements. This is subject to the rules, regulations and restrictions dictated by each individual state organization. Application for accreditation of this course or program in all CLE approved states is currently pending. To request CLE credits, please indicate when calling to register.

Who Will You Meet?

In-House Counsel

- Chief, Deputy and Associate General Counsel
- Intellectual Property, Trademark and Copyright Counsel
- Head of Litigation
- Director of Business and Legal Affairs

Brand Protection & Enforcement Units VPs, Heads, Directors and Managers with the following responsibilities:

- Anti-Counterfeiting Operations
- Brand Protection
- Brand Enforcement
- Brand Security
- Brand Integrity
- Brand Management
- Corporate Security
- Global Security
- Intellectual Property
- Trademark Protection
- Anti-Piracy
- Investigations
- Risk Management
- Marketing and Communications
- Product Safety, Regulation & Quality

Supply Chain Outside Counsel

- Intellectual Property
- Trademark
- Copyright & Patent
- Anti-Piracy
- Licensing
- International Trade

Government

- Customs Enforcement
- International Affairs and Trade
- Intellectual Property Rights
- Congressional and Public Affairs

Private Investigations & Criminal Enforcement

About the Organizer

Legal IQ
a division of IQPC

Legal IQ, a division of IQPC, is an online community dedicated to providing members of the legal profession with information regarding current legal and regulatory issues. Legal IQ offers legal information resources such as podcasts and presentations, as well as events such as webinars, conferences and summits. At legal IQ, lawyers and attorneys have the opportunity to network with peers within the legal profession through Q&A as well as group membership. Legal IQ is the premier informational resource for legal professionals of all levels of experience and areas of practice.

Master Class & Workshops

January 24, 2011

Master Class Exclusive:
State of Art Investigating Training

9:00 AM – 5:00 PM 8:30 AM Registration for Master Class (Coffee/Tea will be served).

IP Cyber Crime Master Class

In conjunction with IQPC, Rob Holmes, CEO of IPCybercrime.com LLC, has created a highly anticipated Master Class addressing state-of-the-art techniques that have redefined the Online Investigations industry. In 2010, Mr. Holmes gave this talk to small industry crowds all over North America. Never before, anywhere, has this exclusive content been delivered in a single forum. As a participant at this intensive eight-hour course, you will learn basic and advanced techniques on investigating individuals and corporate entities using online tools. Additionally, this Master Class will enable you to implement best-in-class investigation strategies for your organization, allowing you to identify threats and track infringers who may be diluting your brand or other intellectual property.

Topics will include:

- Policing the web
- Preserving, handling & analyzing data collected from a website
- Profiling the infringer
- Making undercover buys
- Online surveillance
- Contacting subjects
- Email Tracing
- Anonymity
- Open Source Intelligence (OSINT)
- Case management
- Search engine optimization

About Your Master Class Leader:

Rob Holmes is Founder & CEO of IPCybercrime.com. Rob worked his first trademark infringement case at the age of twelve. In the early 1990's, he was employed at a premiere intellectual property investigative firm. Here, he was assigned to investigate a new breed of faceless perpetrators: online infringers. Rob conducted some of the world's first IP-related Internet investigations, and pioneered the study of the "virtual crime scene". His regular clients include 20 of the 100 Best Global Brands. He is editor of the blog Knockoff Report and author of the book "Brand Protection Bible" due out late 2010.

Workshop A: January 25, 2011

8:00 AM – 10:00 AM 7:30 AM Registration for Workshop (Coffee/Tea will be served).

Integrating Product and Supply Chain Components into a Brand Owners Strategy

Workshop Leader:

Michael Agee, Director, Brand Protection Programs, The Label Printers

Frequently, corporate brand owners with respect to Brand Protection manage product/program security in more of a reactionary methodology rather than precautionary tactics. They seldom integrate those Methodology/Tactics into the Brand Owners corporate strategy, marketing plans or distribution Models. This can be disruptive on multiple levels, and quite an expensive way to handle issues pertaining to a Corporate Brand Protection Program, ultimately it can be avoided.

Common reactions include the immediate use of a stop gap brand protection program ill-conceived and not well thought out. More often than not exposing the company to additional risks and exposures. Such broad spectrum approaches may miss or ignore the root cause of the problem, be costly to implement and sustain, and lack the proper elements to be truly effective to your present business model.

Viable technology providers are everywhere. The question you need to ask is can this technology or combination of technologies not only effectively address the counterfeiting, diversion or gray market distribution of your IP, But also fit into your present distribution models and marketing programs? The best technology partners should work to understand the core reason for the problem and then work within your corporate structures to provide a positive and effective program to mitigate the threat.

It is the rare provider that can suggest or provide the appropriate tools and programs that can help brand owners determine what issues they are facing and how to redirect their IP to a secure environment. This lack of initial understanding can, and does cause brand owners initially to use a broad spectrum approach towards solutions by their very nature, are expensive, ineffective and disruptive to the present business model.

What you will learn:

- Assess supply chain security, stability and sustainability
- Who are the players: Who, what, where, why of the program must be defined at all levels of program. Whatever you do fits into marketing plan, distribution model and manufacturing process?
- Undertake reactive situations and turn them into positive solutions
- Evaluate your customers' true sustainable needs against perceived results
- What are your risks vs. rewards and costs vs. ROI?
- Implement brand protection solutions for true corporate sustainability

How you will benefit:

- Understand and secure your entire supply chain
- Ensure future stability by taking care of future sustainability
- Create a viable brand protection plan should be part of the corporate strategy rather than a one-off solution that does not play well within an organization

Workshop B: January 26, 2011

8:00 AM – 10:00 AM 7:30AM Registration for Workshop (Coffee/Tea will be served).

Assessing the Role and Current Status of Standards for Product Authentication & Security

Workshop Leader:

Mike O'Neil, Executive Director, North American Security Products Organization (NASPO)

Standards development is a creative, consensus process of putting to writing the concepts, principles and practices of various interested parties. It is also a process that brings together experts of varied backgrounds in an open forum to discuss complex critical issues and derive unique solutions. Currently this standards process is creating the framework for our industry. Through the work of ISO TC247 "Fraud countermeasures and controls" and ISO PC246 "Anti-counterfeiting tools", as well as national standards bodies, they are developing the standards that will structure and influence the future of our industry. These standards bodies are just beginning their work in many areas related to the counterfeiting of goods.

Understanding these standards and remaining informed and involved in the process should be a key strategic function of any organization. This workshop will provide an overview of the standards process and the current standards being developed under ISO TC247 and ISO PC246.

What you will learn:

- Current state of standards in product authentication and fraud detection
- Methods for engaging in the development of new standards and amendments to existing anti-counterfeiting tools
- Challenges to establishing cross-industry standards and how these standards can apply to various industry segment

How you will benefit:

- Gain the ability to collaborate with brand owners to develop broad strategies to promote product authentication
- Deliver reliable intelligence to your internal clients on the status of industry standardization and best-in-class anti-counterfeiting tools
- Effectively implement practices and procedures within your organization that comply with emerging industry standards
- Leverage the experience of similarly situated organizations that have tested and implemented anti-counterfeiting tools and realize cost-savings of reduced technology testing

MAIN CONFERENCE DAY I

Tuesday, January 25, 2011

8:15 Registration & Morning Networking

9:00 Anti-Counterfeiting & Brand Protection DEMO DRIVE

How does the Demo Drive work? We've made it simple! Enter the Exhibit Hall and pick up a Bingo card at the Registration Desk. Without it, you will not be eligible to enter for a giveaway drawing later in the day. Then, take 5 minutes to grab a cup of coffee and choose 4 booths you will visit during the next hour. At each booth you will demo a technology/application for 10 minutes each and then get your Bingo card stamped. When you hear the bell ring, move to your first demo of choice, after 10 minutes the bell will sound again, you switch to the next demo and so on. At the completion of your fourth demo, hand in your Bingo card to an IQPC staff member greeting you at the Luncheon. Remember: To be eligible for the giveaway, you must collect a signature from each of the 4 demos attended.

10:10 Chairperson's Welcome & Opening Remarks

Fred Felman, Chief Marketing Officer, MarkMonitor

10:15 Opening Address: Government's Strategic Role in Global IPR Enforcement and the Future Role of ACTA as an Institution

Susan F. Wilson, Director, Office of Intellectual Property Rights, International Trade Administration, U.S. Department of Commerce

Despite its inception in the Bush administration, the Anti-Counterfeiting Trade Agreement has since been championed by President Obama who has described it as a key plank in the Government's strategy against the global trade in counterfeit goods. "Our single greatest asset is the innovation and the ingenuity and creativity of the American people...But it's only a competitive advantage if our companies know that someone else can't just steal that idea and duplicate it with cheaper inputs and labor," the President said in a March 2010 speech. Among other things, Obama appointed an IP enforcement coordinator while Immigration and Customs Enforcement reinvigorated the property rights coordination center.

Topics will include:

- Update on pending U.S. and international IP legislation
- What can the Government do for your brand?
- How can you make sure your input is part of policy initiatives?
- How are governments from around the world working together to combat the counterfeiting problem?

10:45 Speed Networking: Who's Who in the World of Anti-Counterfeiting & Brand Protection?

It's time to break the ice! This is your opportunity to share what's on your mind and to find out what other anti-counterfeiting leaders are doing. What do you expect to learn from your peers while at the event? Which questions do you hope are answered before you leave? There's nothing more beneficial than meeting someone in the same place as you, facing similar sets of challenges and wondering how in the world they are going to move to the next level.

11:00 Panel: Around the World in 60 Minutes: Developments in Global IP Law and Interpretation

Asia:

Deborah Greaves, Secretary and General Counsel, True Religion Brand Jeans

Europe:

Deepak Malhotra, SVP and General Counsel, Constellation Brands Europe

Africa:

Akeem O. Aponmade, Esq., Technical Adviser (Enforcement), Nigeria Copyright Commission

With IP theft and commerce in counterfeit and pirated goods growing at an alarming rate in virtually every corner of the globe, it is critical you understand recent developments and applications of law by region so that you can custom tailor your brand protection strategy and in the end, maximize the results of your program.

Topics will include:

- What to watch out for in various global markets
- What's working and what isn't in places where counterfeiting is most rampant
- What anti-counterfeiting looks like in the developing world
- New international laws that impact brand enforcement
- Change vs. status quo in Government policy
- Internet enforcement: Are we making any progress?

At \$21.46 million, apparel accounted for 8% of total seizures in 2009.

12:00 Case Study: Custom Fitting Your Brand Protection Program with Leadership Advice from Levi Strauss

Brand Owner Perspective:

Thomas M. Onda, Chief Intellectual Property Counsel, Levi Strauss & Co.

Solution Provider Perspective:

Fred Felman, Chief Marketing Officer, MarkMonitor

Topics will include:

- Benefits of a multi-faceted brand protection strategy
- Necessity of a holistic approach to building and safeguarding a company's brand online from both a legal and marketing perspective
- Assessing counterfeits vs. infringement vs. gray market enforcement

12:30 Networking Luncheon

1:30 **Panel: Monitoring the Brand and Enforcing the Use & Abuse of Trademarks on the Internet**

Moderator:

Terri Y. Chen, Chief Trademark Counsel, Google Inc.

Panelists:

Lauren Dienes-Middlen, VP, Intellectual Property, World Wrestling Entertainment, Inc.

Justin Pierce, Head of Trademarks & Brand Protection, Sony Ericsson

As you know, online is much harder to patrol and enforce. The official statistics capture only a piece of the problem because so many counterfeiters market directly to customers on the Internet and many of those sales go undetected by the authorities. How do you put together an effective strategy capable of tackling this next wave of counterfeiting which has thus far evaded more traditional strategies and practices?

Topics will include:

- Shutting down online counterfeit sales with technologies designed to quickly uncover, prioritize and halt the online promotion and distribution of counterfeit goods
- Regaining both revenues and lost marketing ROI by recapturing web traffic and sales hijacked by online sellers of fake goods
- Protecting customer loyalty by avoiding negative experiences—and hold down warranty and customer service costs

2:30 **Case Study: Cracking Down on the Next Generation of Counterfeiters: Getting an Internet Case to a Seizure and Arrest**

Jim Duggan, VP, Risk Management, Security & Brand Protection, Coty Inc.

Topics will include:

- What evidence needs to be gathered?
- How to work with law enforcement at all levels: Local, County, State or Federal
- Regaining both revenues and lost marketing ROI by recapturing web traffic and sales hijacked by infringers and name squatters

3:00 Afternoon Networking & Refreshment Break in the Exhibit Hall

3:15 **Case Study: Disrupting and Dismantling Counterfeit Distribution through Sustained Cooperation Between Law Enforcement and the Private Sector**

Phil Wright, Global Head of Brand Protection, Cisco Systems, Inc.

In the connected world we operate in today, your company's ability to protect its brand from counterfeits will continue to get more difficult. As a part of the measures brands take to protect their intellectual property, it is critical that they also work closely with law enforcement and government agencies worldwide. In 2010, the

United States Department of Justice and Homeland Security investigations were part of Operation Network Raider which involved 30 felony convictions and more than 700 seizures of counterfeit Cisco products worth an estimated retail value of more than \$143 million. Cisco's partnership in the Network Raider enforcement actions reinforces the success of its world class brand protection program and reminds criminals who traffic in counterfeit that selling fake Cisco kits carries serious consequences.

In this session, the following topics will be discussed:

- Eliminating fragmented operations by aligning the interests of the brand protection team with law enforcement and government agencies
- Educating channel partners and customers on the risks associated
- Ensuring the success of a world class anti-counterfeiting strategy with aggressive benchmarks

3:45 **Case Study: Measuring the ROI (Return on Investigating) Your Trademarks**

Charles Olschanski, Director, Worldwide Investigations, Tiffany & Co.

If you can't measure the results of your investigations efforts, you probably shouldn't be doing it in the first place. And if you are measuring, how are you doing it?

Topics will include:

- The do's and don'ts of investigations
- When to in-house vs. outsource investigations work
- Protecting the personal safety for non-investigative "investigators"
- Environmentally responsible destruction of goods
- Developing an effective scorecard to measure success

4:15 **Ask the Experts: What Would You Do?: 30 Answers in 30 Minutes**

Panelists:

Lauren Dienes-Middlen, VP, Intellectual Property, World Wrestling Entertainment, Inc.

Susan F. Wilson, Director, Office of Intellectual Property Rights, International Trade Administration, U.S. Department of Commerce

Mike Russo, Director, Global Product and Asset Protection - Global Security, Eli Lilly and Company

You ask the questions, we'll provide the answers. During the course of the day, drop your questions off in our fishbowl located at the Registration Desk and we'll choose 30 at random to be answered by our panel of experts.

4:45 **Case Study The Ever-Changing Brand Protection Landscape in the Entertainment World(WE)**

Lauren Dienes-Middlen, VP, Intellectual Property, World Wrestling Entertainment, Inc.

5:15 End of Main Conference Day 1 & Cocktail Reception

MAIN CONFERENCE DAY 2:

Wednesday, January 26, 2011

8:30 Registration & Morning Networking

9:00 Anti-Counterfeiting & Brand Protection DEMO DRIVE

How does the Demo Drive work? We've made it simple! Enter the Exhibit Hall and pick up a Bingo card at the Registration Desk. Without it, you will not be eligible to enter for a giveaway drawing later in the day. Then, take 5 minutes to grab a cup of coffee and choose 4 booths you will visit during the next hour. At each booth you will demo a technology/application for 10 minutes each and then get your Bingo card stamped. When you hear the bell ring, move to your first demo of choice, after 10 minutes the bell will sound again, you switch to the next demo and so on. At the completion of your fourth demo, hand in your Bingo card to an IQPC staff member greeting you at the Luncheon. Remember: To be eligible for the giveaway, you must collect a signature from each of the 4 demos attended.

10:10 Chairperson's Recap of Main Conference Day 1

10:15 Group Discussion: Brand Enforcement in Asia and the Pacific Rim

Facilitator:

Camilla Herron, Global Head of Brand Protection, Monster Cable Products, Inc.

No country has been associated with knockoffs more often than China. According to U.S. Customs & Border Protection data, more than 75 percent of counterfeit goods seized between 2004 and 2009 were manufactured there. And it's a growing problem in surrounding regions as well. What are the realities of doing business in China and do you really understand? Is your team doing enough?

Topics will include:

- Addressing individual treatments of pertinent law and practice throughout the region and social factors influencing the state of counterfeiting
- Designing and implementing a well-crafted anti-counterfeiting program that produces results where it matters most
- Hiring local counsel and other enforcement weapons to protect your brand overseas

11:15 Case Study: Making 'Mission Impossible' Possible: Enforcement Strategies for the Small to Mid-Sized Brand Owner (Featuring Practices Even the Heavyweights Will Appreciate)

Jonathan Gelfand, SVP, Business Development & General Counsel, Beachbody

David Squellati, Director of Intellectual Property Counsel, Beachbody

While counterfeiters may believe they have a leg up on the smaller and mid-size companies that don't have the billions to spend on anti-counterfeiting proposals, that's not always the case. Even the smaller companies can take a lion-sized bite out of that 900 pound gorilla - if they focus their time and effort wisely and effectively. One of those companies, Beachbody, is doing just that - sending a clear message to counterfeiters.

Topics will include:

- Thinking outside the box to make a great impact without breaking your budget
- All roads lead to Rome (or in this case China): Taking multiple approaches to fighting piracy

- Is there a way to ever win at Whack-a-Mole?: How to bring in some big victories
- The Top Ten List: Tips From The Trenches

12:00 Networking Luncheon

1:00 Panel: Reevaluating and Reconfiguring Anti-Counterfeiting Technologies to Keep Your Brand Ahead of the Curve

Moderator:

Amy Vangeloff, Manufacturing Product Protection Leader (Anti-Counterfeiting), Eli Lilly and Company

The selection of anti-counterfeiting technologies is both fascinating and at times extremely challenging. An effective program requires evaluation, selection, implementation and continuous review. Lifecycle planning of future generations is an important consideration of a sustainable program.

Topics will include:

- With a number of suppliers and a variety of technologies providing a seemingly endless number of solutions, how do you determine what to use?
- With the requirements for anti-counterfeiting technologies often complicated and seemingly mutually exclusive, how do you find something difficult to imitate yet simple to communicate? How do you find something increasingly novel yet cost effective? Does a more expensive technology translate into better protection?
- How do you know if a technology is effective? How do you determine when something has been copied? How do you know if a technology has been compromised?

2:00 Panel: Managing the Internal Expectations of a Successful Anti-Counterfeiting Program

Moderator:

Robert P. Hart, Chief Intellectual Property Counsel, Harman International Industries, Inc.

Panelists:

Barbara Kaplan, Sr. Counsel, V.F. Corporation

Dennis Cochran, Director, Brand Integrity Unit, Corporate Security, Sony Electronics Inc.

Leslie Skinner, Managing Counsel, Trademarks & Brands, Intel Corporation

How do YOU manage IP by the numbers? Despite many corporate brand protection budgets slashed as a result of the recession, counterfeiters' work has not slowed down. Whatever companies avoided last year came back to haunt them this year. You can't run away from these issues. Although you know you can't run away from these issues, do those outside of your IP and Brand Protection Units understand? Without the right strategy and priorities, will you be able to fight the good fight and beat counterfeiters at their own game?

Topics will include:

- Understanding internal clients needs and pain points
- What's the ROI?: Quantifying the potential impact of counterfeiting on the brand and bottom line
- Managing information and costs: Local Counsel, investigations and solution providers

DAY 2: continued

3:00 **Afternoon Networking & Refreshment Break in the Exhibit Hall**

3:30 **Case Study: Innovative Filing Strategies and Successes to Protect Marks in Non-Traditional Ways**

John Cheek, Deputy IP Counsel, Caterpillar Inc.

Topics will include:

- Innovative filing strategies and successes to protect marks in non-traditional ways
- Addressing the other side of brand protection: Design patents and knock-off products
- Comparative law review on registerability of marks as well as the issue of registerability versus enforceability

4:00 **Case Study: Addressing the Other Side of Brand Protection: Design Patents and Knock-Off Products**

Kelly Frazier, Intellectual Property Manager, OtterBox

Monitoring of knock-off goods (as opposed to counterfeit goods) provides different challenges and results. While explaining the differences in these types of goods, an evaluation of enforcing not only trademarks, but design patents as well, brings challenges to a fast-growing company. Assistance from Customs, litigators, and in-house management to monitor a design patent portfolio brought a rise to the decision of filing an ITC Action, the results of which are pending.

Topics will include:

- Knock-off vs. Counterfeit: A description of the difference in our industry and the protecting a brand with design patents rather than trademark and copyright enforcement
- Tackling the markets of rebranding our product and company strategy for ceasing products with the enforcement of a design patent
- Educating consumers on knock-off products, using their assistance in policing and educating without losing customers to cheap knock-offs

4:30 **Chairperson's Closing Remarks & End of Conference**

About Our Sponsors

MarkMonitor® **MarkMonitor**, the global leader in enterprise brand protection, offers comprehensive solutions and services that safeguard brands, reputation and revenue from online risks. With end-to-end solutions that address the growing threats of online fraud, brand abuse and unauthorized channels, MarkMonitor enables a secure Internet for businesses and their customers. The company's exclusive access to data combined with its patented real-time prevention, detection and response capabilities provide wide-ranging protection to the ever-changing online risks faced by brands today. For more information, visit www.markmonitor.com.



The Label Printers started in business in 1967, growing to one of the largest converters in the U.S. The company manufactures and distributes labels and packaging products to customers around the world. They are ISO 9001 registered, with a 99.6% Quality Acceptance Rating.

For over a decade The Label Printers has been building their manufacturing and knowledge base in holographic or tamper-evident products, micro printing, taggants, embedded codes, void adhesives, color shifting inks, and overt, covert, and forensic verification. The Label Printers represents a marriage of experience and expertise that makes them a resource to companies who find or fear counterfeiting's drain on their resources, reputation, and profitability.

Anti-counterfeiting Products from The Label Printers
Transforming Today's Technologies into Your Business Solution

Website: www.thelabelprinters.com



Brady Corporation is an international manufacturer of identification and protection solutions for premises, products, and people. The company is a leader in the global marketplace of brand security, with 25 different locations around the world and 7,000 employees throughout the Americas, Europe and Asia. Headquartered in Milwaukee, Wis., Brady's fiscal 2009 sales were \$1.2 billion.

Founded in 1914, Brady is known for its reputation of integrity, innovation and financial stability. It has more than 500,000 customers in electronics, telecommunications, electrical, automotive, aerospace, medical, and hard disk drive industries, among others. Brady products help customers increase safety, security, productivity and performance. Their identification and protection solutions include high-performance labels, safety and security devices, printing systems and software, and precision die-cut components. For more information visit: www.bradysecurity.com



Sun Chemical Security

As the world's largest manufacturer of printing inks and organic pigments, Sun Chemical has leveraged its innovation and expertise in printing, chemical synthesis and related technologies to form Sun Chemical Security. We are solely focused on authentication and anti-counterfeiting programs related to brand equity protection. As counterfeiting and diversion issues for branded products expand exponentially, Sun Chemical Security has developed solutions platforms that ensure the integrity and safety of global distribution channels. We currently protect some of the world's leading and most recognized branded products. We provide overt, semi-covert and fully covert solutions that can instantly authenticate, track and trace legitimate products through the supply chain.



ARmark Authentication Technologies, LLC

develops custom covert authentication systems for use across a wide variety of brand owner applications. ARmark's covert markers aid in brand protection, product surety and risk mitigation to fight global counterfeiting and can be combined with custom-developed delivery systems for application to a variety of goods, including pharmaceuticals, packaging, food, apparel, currency, bonds and documents. ARmark can positively impact authentication and verification of goods as well as assist in managing brand theft, trademark infringement, piracy, counterfeiting and forgery.



Anti-Counterfeiting & Brand Protection™

January 24-26, 2011 | San Francisco, CA

West Coast

Please look below to register the following ways. Thank You.

- Register by November 19th and
- save up-to \$ 1,998!

-Call Thomas Kitay directly at 212-885-2687

-Email registration form to Thomas.Kitay@IQPC.com

-Fax attached registration form directly to 212-697-4106

-Online, use Sales Code TTKITAY (however discounted rates cannot not be offered through that means of registration)

Registration Information

Pricing	Register & Pay By 11/19/2010	Register & Pay By 12/17/2010	Standard Price
Brand Owners	\$999 (save \$600)	\$999 (save \$600)	\$1,599
Vendor	\$1,599 (save \$800)	\$2,099 (save \$300)	\$2,399
All access Brand Owners	\$1,699 (save \$1,798)	\$1,699 (save \$1,798)	\$2,299 (save \$1,198)
All Access Others	\$2,299 (save \$1,998)	\$2,799 (save \$1,498)	\$3,099 (save \$1,198)
Workshops	\$549 each	\$549 each	\$549 each
Master Class	\$800 each	\$800 each	\$800 each

Please note multiple discounts cannot be combined.

A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

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