



North America

PRODUCT AUTHENTICATION & BRAND SECURITY CONFERENCE

September 11&12, 2008 - Hyatt Rosemont Hotel - Chicago, IL, USA

WHO SHOULD ATTEND?

All associated with the product authentication and brand security industry such as brand owners, solution providers and suppliers



-PRESENTATIONS-PANEL DISCUSSIONS-NETWORKING-
- SOCIAL PROGRAM - TABLETOP & MINI-EXHIBITION -

Organized by



In association with



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Register online at www.awa-bv.com

FOCUS



Corey M. Reardon,
President & CEO,
AWA Alexander Watson Associates

The Product Authentication & Brand Security Conference has become the established event for all associated with the product authentication and brand security industry as user, producer or supplier. It is the event to enable representatives from different sectors to understand the various elements of intellectual property theft and learn about potential remedies that can be employed to combat this insidious crime against businesses and consumers. By convening the fifth international conference on this subject, AWA is providing delegates a unique and timely forum for information exchange and networking.

This year's program will bring together experts in their respective disciplines to discuss the main issues, legal aspects, strategies, and technology solutions that contribute to the fight against counterfeiting and piracy.



Dr. William Llewellyn,
Vice President - Senior Consultant,
AWA Alexander Watson Associates

BRAND OWNERS

Brand owners are keen to protect and promote the authenticity of their products, and as a result there has been a proliferation of activity in this field. Keeping up to date with the wide variety of solutions now on offer for brand and document protection can be difficult – and now through this forum, this could be achieved. If you want to get up to speed with market trends and technologies, and network with industry peers, this is a must attend event!

Co-organized by "The Brand Protection Alliance"



Lynn G. Crutchfield
President - Acucote Inc.
Chairman - BPA

The PABS™08 Conference is organized in cooperation with the Brand Protection Alliance (BPA). The BPA consists of companies serving the package, printing and converting industries.

The purpose of the BPA is to provide a comprehensive range of authentication, prevention and security solutions to the global consumer products market by implementing a systematic approach to solving product authentication and brand security challenges.

PABS™08 is proudly sponsored by the following BPA members:

- Acucote Incorporated – self-adhesive security labeling materials
- AWA Alexander Watson Associates – specialist market research and consultancy
- Kurz Transfer Products – security holograms and optically variable devices (OVDs)
- Nolax – specialized adhesive solutions for use in holographic systems, tamper-evident applications and document protection
- Water Ink Technologies – security flexographic inks and coatings

NETWORKING

Sponsors of the PABS™08 Conference, other leading industry associations, and businesses are participating in this valuable event. Delegates and participants can familiarize themselves with key companies in the industry during the breaks, tabletop exhibition and Cocktail Reception that offer valuable networking opportunities.

A limited number of tabletop spaces are available, so early booking is advised. See details on the registration form.

In association with AIM Global



AIM Global is the international trade association representing automatic identification and mobility technology solution providers. Industry leaders continue to work within AIM Global to promote the adoption of emerging technologies.

AIM GLOBAL SESSION

AIM Global's technology session will be held on Friday September 12th. See program for details.

CONFERENCE PROGRAM*

Thursday September 11, 2008

7:30 – 8:30am Registration & Coffee

8:30 Conference Opening & Welcome
Corey M Reardon, President & CEO, AWA Alexander Watson Associates

8:40 Welcome Message — The Brand Protection Alliance
Lynn G Crutchfield, Chairman, The Brand Protection Alliance

What is the role of associations in the fight against IP Theft?

9:00 Why is NASPO Certification Important in Supply Chain Security?
Mike O'Neil, Chairman, NASPO — North American Security Products Organization
- What is NASPO?; Why is NASPO certification important in supply chain security?

9:30 Working Together to Champion Intellectual Property Rights
Rob Calia, Director, Domestic Programs, Global Intellectual Property Center, US Chamber of Commerce
- The Global Intellectual Property Center's mission is to champion intellectual property as a vital engine of global development, growth, and human progress. No industry can win this fight alone. The entire business community needs to stand united.

10:00 Screening of the movie *Illicit: The Dark Trade* — Based on the bestselling book "Illicit" by Dr. Moises Naim
A National Geographic Production
- Slip into the web of illicit trade, where dangerous multi-billion dollar criminal networks threaten whole sectors of the world economy. This hard-hitting special reveals how consumers' insatiable demand for counterfeit merchandise has given birth to a vast criminal system.

11:00 – 11:30 Break and Tabletop Exhibition

Action at the Governmental Level

11:30 US Customs and Border Patrol Update
David Faulconer, Section Chief, National Intellectual Property Rights Coordination Center
- Growth in counterfeiting issues; critical importance of the industry-government partnership; Operation Guardian.

12:00 US Department of Commerce, Commercial Service Program to Support US Exporters
Jeff Graber, Sr Trade Specialist, U.S. Department of Commerce, Commercial Service — Chicago
- The US Commercial Service network worldwide; introduction of the variety of US Government resources available to educate firms on IP protection and enforcement.

12:30 Keynote — The Justice Department's Efforts to Protect Intellectual Property Rights
C. Graham Gerst, Senior Counsel to the Deputy Attorney General, Vice Chair of the US Department of Justice Intellectual Property Task Force
- Department's areas of primary emphasis; the division of roles and responsibilities within the Justice Department for intellectual property investigation and prosecution, and where to go for help?; the Department's recent successes and the bases for those successes.

1:00 – 2:00pm Lunch and Tabletop Exhibition

Panel Discussions

2:00 Safeguarding the Health Care Supply Chain
This track will focus on current issues, challenges and actions prevalent in the pharmaceutical and medical sectors

Panel Moderator: *Neil Sellars, Director of Product Development and Marketing, National Label Company*

Participants:

Michael Muller, Director, Global Anti-counterfeiting Operations, Eli Lilly and Co
Roy Albiani, Global Director, Brand Integrity, Johnson & Johnson LifeScan
Susan McNeely, Package Engineering Consultant, retired from Eli Lilly and Co
Chris Pagani, Brand Protection Sales North America, Kurz Transfer Products

2:00 Securing the Food & Beverage Supply Chain
What are the main challenges, actions and security technologies used to protect the food & beverage sectors?

Panel Moderator: *Dr William Lewellyn, Vice President, AWA*

Participants:

Nicholas Studler, Trademark Attorney, The Coca-Cola Company
John Spink, Director, Packaging for Food and Product Protection (P-FAPP) Initiative - Instructor, Michigan State University
Ken Branch, Principal, Latitude 49 Security Assurance Systems

3:30 – 4:00 Break & Tabletop Exhibition

4:00 Protecting Consumer Products
What are the current issues, challenges and actions concerning counterfeiting in the consumer goods sector?

Panel Moderator: *Robert Crane, Lead Enforcement Manager, Anti-counterfeiting Operations, Underwriters Laboratories*

Participants:

Zach Toczynski, Manager Anti-Piracy Training, Entertainment Software Association
David Lukasik, Global Brand Protection Manager, Motorola Inc
Janet A Marvel, Partner, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP
Bob Neagle, Business Unit Manager - Brand Protection Solutions, Videojet Technologies

4:00 Protecting the Retail Supply Chain
The issues, challenges and actions the retail sector suppliers and the stores themselves face

Panel Moderator: *Jan Svoboda, Sales & Marketing Director, UPM Raflatac*

Participants:

Michael Jessee, Loss Prevention Manager — ORC, Luxottica Retail
Richard Dobson, Director of Loss Prevention — Facilities and Supply Chain, Luxottica Retail
Bob Barchiesi, President, International Anti Counterfeiting Coalition - IACC

5:30 – 7:00 Cocktail Reception hosted by



THE BRAND PROTECTION ALLIANCE
education . consultation . implementation . verification

Friday September 12, 2008

8:00 – 8:30am Welcome Coffee

8:30 Opening remarks

Corey M Reardon, President & CEO, AWA Alexander Watson Associates

8:40 The Real World impact of Counterfeit Products — A Testimonial

Professor Rick Roberts, University of San Francisco

- A testimonial on the real world impact of counterfeit products

9:05 Building a World-class Brand Protection Program

Ken Branch, Principal, Latitude 49 Security Assurance Systems

- The resources a brand owner needs to build an effective brand protection program

9:35 Legal Remedies for the Attacked Brand Owner

Don deKieffer, Attorney, deKieffer & Horgan

- US law responses to counterfeiting and piracy; some of the most cost-effective responses to such unfair competition; checklist of things brand owners can do to protect themselves before they confront fakes in the marketplace.

Supplier Forum

10:05 Short company presentations from key players in the product authentication and brand security industry

10:35 – 11:00 Break and Tabletop Exhibition

AIM Global Technology Session

11:00 Automatic Identification Used in Brand Authentication

Craig Harmon, President/CEO, QED Systems

Dr Clive Hohberger, VP, Technology Development, Zebra Technologies Corporation

- Industry experts detail how automatic identification technologies such as RFID, 2D barcodes, and direct part marking can be used for brand authentication and quality control. Discussion includes relevant standards work that includes recent developments and emerging technologies.

12:00 Global Leader Protects its Brand and Customers with Auto ID

- Hear from a global innovator how they have used cutting-edge automatic identification technologies to protect its brand and increase customer satisfaction through quality and authentication

Organized by



12:30pm Conference close

* Conference program and updates are available on www.awa-bv.com
AWA reserves the right to make adjustments to this program as necessary

The AWA Market Review & Technology Showcase North America 2008

Product authentication and brand security are growing problems for global brand owners. AWA will publish an annual review on this subject, presenting an overview of the technology solutions that offer significant performance in product authentication and brand security applications.

CHICAGO FACTS

Chicago is a business center, with a diverse, powerhouse economy. It is also a tourism center, with world-renowned shopping, dining, museums, architecture, theater, music and more. You can find more detailed information about Chicago on www.choosechicago.com

HYATT ROSEMONT HOTEL *(Conference venue)*

Conveniently located minutes from O'Hare International Airport, this hotel is also in easy reach of downtown Chicago. See registration form for details of the special room rate offered to conference participants.

Conference Details

venue

Hyatt Rosemont
(near O'Hare Int'l Airport)
6350 North River Road
Rosemont, IL 60018, USA
Telephone: +1 (847) 518-1234
Fax: +1 (847) 653-4185

Hotel

Hotel accommodation is **not** included in the conference registration fee and is the responsibility of individual participants. The Hyatt Rosemont Hotel offers a special room rate to conference participants for bookings made before August 13th (available on a first-come, first-served basis). Please make reservations online by using the following link: https://resweb.passkey.com/Resweb.do?mode=welcoming_ei_new&eventID=68618 or by calling +1 (847) 518-1234 or 800-233-1234 (domestic calls only) and mention that you will be attending this event in order to get the special room rate.

Special Room Rates

Single/Double Occupancy: USD 199*

* Room rates are quoted exclusive of applicable state and local taxes (which are currently 13%) or applicable service, or hotel-specific fees in effect at the hotel at the time of the meeting.

Conference Fee

Conference Registration Fee is USD 995. This fee includes conference attendance, lunch, coffee breaks, cocktail reception and digital conference proceedings. Registrations may be limited and will be accepted on a first-come, first-served basis.

Payment

Conference fee must be paid to confirm registration. To pay by bank transfer, please use the bank information provided below. AMEX, Mastercard and VISA are accepted. Make checks payable to AWA Conferences & Events.

Cancellation Policy

Submit a cancellation in writing or by fax to AWA Conferences & Events. You may cancel your registration for a 75% refund up to six weeks before the conference. If you cannot attend, you may designate an alternative attendee from your company by contacting AWA Conferences & Events. Registrants who fail to attend are liable for the entire fee. No warranties for changes are expressed or implied.

Registration Form

PABS08 North America

September 11 & 12— Chicago, IL, USA

Mail or fax to:

AWA Conferences & Events Head Office

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- ☐ Please register me for the conference USD 995
- ☐ Please reserve tabletop space for me at USD 350 (Conference registration is required)
- ☐ Unable to attend, please send me CD Proceedings at USD 400

I am a member of ☐ AIM Global ☐ BPCouncil ☐ CACP
☐ IACC ☐ NASPO ☐ Governmental Agency

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11 June 2008



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