

24th ANNUAL

*** DRAFT ***



FRAUD AND ANTI-COUNTERFEITING CONFERENCE Sept 18-20, 2019

This program is eligible for 14.5 hrs of Law Society of Ontario Substantive Hours. This program received last year and is currently applying for 3.0 hours of Professionalism Hours including 30 minutes of EDI Hours.



Hosted By:
Lorne M. Lipkus

Kestenberg Siegal Lipkus LLP
Barristers and Solicitors



MEDIA SPONSOR



Novotel Toronto North York
3 Park Home Avenue, Toronto, Ontario M2N 6L3
Tel: 416-218-3863

8:30am

Registration, Display Tables and Coffee



Thank you to the following companies for sponsoring Health and Coffee Conference Starter and Breaks

AGent+ Solutions, Canadian Anti-Counterfeiting Network (CACN) and Continental Enterprises

9:00am to 11:00am

Round Tables: Group A 9:00am / Group B 10:00am

There is only room for approximately 15 registrants for each Roundtable so please secure your spot as soon as possible.

Group A Roundtable Sessions 9:00 am—10:00 am (60min)

- **Cross Border Enforcement:** Update and Benefit of a Central Intake Center: **Roundtable Leaders: Steven J. Shapiro**, Unit Chief, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC , and **Brian D. Goldstein, (invited)** Assistant Legal Attaché, Toronto Office, Toronto, Ontario: A strategic approach to combatting IP theft – From investigation, interdiction, to outreach and training –Let’s work together.
- **Cannabis in Canada:** How is your year going? Separating myths from facts: **Roundtable Leaders: Alison Hayman (invited)**, Partner and Co-Chair of the Intellectual Property Group, Cassels Brock & Blackwell LLP, Toronto, Ontario and **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario
- **Online Preventative Medicine:** Avoid fraudulent schemes, including Phishing attacks. Data breaches and learn why Bitcoin payments may be involved: **Roundtable Leaders David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP

Group B Roundtable Sessions 10:00 am—11:00 am (60min)

- **Brand Protection Technologies- Overt, Covert and Forensic:** **Roundtable Leaders: Dwayne Perry**, Yellow Brand Protection, New York, NY, USA: What is best for you? See a live demonstration of brand technology in action. What exactly do the different technologies do? How do they differ and how are they the same? Ask the experts.
- **Online Investigation Best Practices:** What is old and new that works? **Roundtable Leaders: Denise Mosteller** Senior Manager, Brand Protection, Implus, Durham, North Carolina, USA **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP:
- **Data Breaches and Privacy Information:** Effect on Fraud Investigations: **Roundtable Leaders: Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario, **David Lipkus**, Partner, Kestenberg Siegal Lipkus LLP,
- **The Pill Press and Counterfeit Medicines:** **Roundtable Leader: Dan Zsido**, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA): For less than \$500, an individual with ill intent can purchase a pill press and a counterfeit pill mold that allows them to turn cheap, easily available, unregulated ingredients into a six-figure profit. Criminals rely upon these pill presses to create deadly counterfeit medications with toxic substances such as cheaply imported fentanyl (analogs);

11:15pm to 12:00pm

Product ID: Presentations by Brands on Product Identification/Authentication Techniques

12:00pm to 12:30pm

WORKING LUNCH: Sponsored by Yellow Brand Protection



12:30pm to 1:20pm

**Opening Remarks and Keynote Addresses - Invited Speakers
Counterfeiting 2019—Where are we and where do we want to be?**

Host:

Lorne M. Lipkus, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Keynote Speakers:

- **His Excellency Claudio Taffuri, (invited)** Ambassador of Italy to Canada, Ottawa, Ontario
- **Steven J. Shapiro**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC

1:20pm to 2:00pm

The Pill Press and Counterfeit Medicines

Dan Zsido, National Education & Training Director with NADDI (National Association of Drug Diversion Investigators, St. Petersburg, Florida, USA): For less than \$500, an individual with ill intent can purchase a pill press and a counterfeit pill mold that allows them to turn cheap, easily available, unregulated ingredients into a six-figure profit. Criminals rely upon these pill presses to create deadly counterfeit medications with toxic substances such as cheaply imported fentanyl (analogs);

2:00pm to 3:30pm

Borders: International, National and Local Cooperation to Keep the Flow of Counterfeits Out

Developing and maintaining partnerships to work with customs officers—what is working and what is not. How secure is your supply chain? How to initiate and maintain a border enforcement program. Panelists from different jurisdictions will provide insight and examples of the local and global effect that a good program has on brands and consumers. Panelists will discuss the different strategies they find effective. How best to share relevant information. Have you and are you able to “record” your trademarks and copyright?

Questions/answers as well as case studies will illustrate effective programs that work, the information that customs officers prefer to assist them in knowing what targets are the most desirable.

Moderator (North America) & Europe:

Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **April Miller**, HSI Representative/Special Agent, Group Supervisor, Homeland Security Investigations, US Consulate, Toronto, Ontario
- **David S. Lipkus**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **Michael Junek (invited)**, Director, Programs Branch, CBSA, Ottawa, Ontario
- **Fabrizio Martinelli**, Guardia di Finanza Attaché – Italian Embassy Ottawa, Ontario

Moderator (Mexico/South America):

Roberto Arochi, Partner, Arochi & Lindner, México City, México

- **Diana Karina Martinez**, Partner, Arochi & Lindner, México City, México
- **Diego Cervieri**, Cervieri Monsuarez & Asoc., Montevideo, Uruguay
- **Adriana Barrera**, Barrera & Asociados S. Civil de R.L., Lima, Peru
- **José Henrique Vasi Werner**, Dennemann Siemsen, Rio De Janeiro, Brazil

3:30pm to 3:45pm

Break & Trade Table Displays / Product ID

3:45pm to 4:00pm

CBSA Update—Some Practical Examples

Moderator:

Lorne M. Lipkus, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

➤ Louise MacMaster (invited), ICECAP, Manager Regional Programs, Operations Branch, CBSA, Toronto, ON

4:00pm to 5:30pm

Fraud Preparedness: Is Your Business/Workplace Safe from Fraudsters?

Protecting your business from Fraud: How to prevent phishing, online safety, physical safety within your office premises, education of staff to protect against fraudsters. Don't be the victim of money laundering, proceeds of crime or the activities of organized crime or terrorists. How can you take steps to detect and prevent organized crime infiltration. (1.5 Approved Professionalism Hours)

➤ Moderator: Cameron Field, Manager, Special Initiatives and Training, Enterprise AML Office, BMO Financial Group, Toronto, Ontario

Panelists:

- Daniel Tobok, CEO, Cytelligence Inc., Toronto, Ontario,
- David S. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- Brian Augustyniak, Director, 20/20 Information Inc., Toronto, Ontario



SILENT AUCTION



As in prior years through the generosity of many attendees and participants, there will be a Silent Auction where 100% of the proceeds are donated to a selected charity. This year we are pleased to be of help to

Wounded Warriors Canada

Their mission statement is

To honour and support Canada's ill and injured Canadian Armed Forces members, Veterans, First Responders and their families.

5:30pm to 8:30pm

Conference Reception and Networking Event



Sponsored by the
Investigative Solutions Network Inc. (ISN)

and

Toyota Canada Inc.



Please join us for cocktails and hors d'oeuvres and a chance to meet other attendees and network



Taste the difference
Real Quality
makes
Tromba®
Tequila Tasting

8:30am to 10:30am

Online Fraud: Detection, Investigation, Enforcement and Ethical Issues

Putting your online case together: Specialists will discuss the tips, tricks and techniques they use to find, deal with and reduce counterfeit sales online; preserve evidence, track sellers; locate physical addresses and make purchases. In addition, see how the expanding world of social media can be navigated ethically to help obtain key information. Understanding the availability and impact of the Deep Web and the Dark Web will further your anti-counterfeiting abilities.

Fraudsters target various payment methods; including, credit card and online accounts occurring on the internet through emails, websites or social media. The Canadian Anti-Fraud Centre, credit/debit card companies and others are leading the charge in partnering with private industry and others to make a difference. Cryptocurrency issues in the counterfeiting space; How do brands approach the online problems? (0.5 Approved Professionalism Hours)

Moderator: Georgina Starkman Danzig, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Gord Jamieson, (invited)** Head of Visa Canada Risk Services, Visa Canada, Toronto, Ontario
- **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **Barry Elliott**, Criminal Intelligence Analytic Unit, Canadian Anti-Fraud Centre, RCMP, North Bay, Ontario
- **Daryl Somes**, President and CEO, Backlit Resource Group Inc., Toronto, Ontario
- **Michael Lee**, Partner, Morrison / Lee, New York, NY, USA
- **Spencer Yu, (invited)** Director, INCOPRO, San Francisco, CA, USA



10:30am to 11:00am

Break & Trade Table Displays

11:00am to 11:50pm

The Cyber World and Counterfeiters:

What can be done to better conduct online investigations. How to develop your case in order to provide a useful intelligence package for law enforcement. The increased use of mobile and computer based interfaces by brands and the impact of cyber related crime.

Keeping your business safe from cyber attacks. What to do to prevent them and what to do if you need help immediately!

Moderator: David S. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Daniel Tobok**, CEO, Cytelligence Inc., Toronto, Ontario,
- **Jeff Vansteenkiste**, Manager of Internet Investigations, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **TBA**

11:50am to 12:00pm

Crime Stoppers - Dealing with Illicit Trade

Dave Forster, President of the Canadian Crime Stoppers Association, Toronto, Ontario

12:00pm to 1:00pm

WORKING LUNCH

Sponsored by

**Backlit Resource Group Inc. and
Epstein Drangel LLP**



1:00pm to 1:20pm

Canadian Money: The New Frontiers

Bank of Canada, in partnership with the RCMP will provide an update on the current counterfeiting situation in Canada including up to-date statistics and trends. Representatives will also share information on the polymer series bank notes in circulation and their impact on the fight against counterfeiting along with information on the new \$10 bank note featuring Viola Desmond.

Moderator: Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

- **Sgt. John McMath**, RCMP Financial Crime Investigator, RCMP, Milton, Ontario
- **Nish Vairavanathan**, Bank of Canada Representative, Toronto, Ontario

1:20pm to 2:00pm

Getting the Job Done—Who is Here to Help? Part 1

Law enforcement and industry partnering together; Case studies will highlight some of the best and worst of this past year from various jurisdictions — on the ground, online and at the border. Innovations in brand protection and storing and destroying evidence.

Discover how some industries, organizations, agencies and others are tackling the increase in the manufacture, trade and distribution of counterfeits on the ground and over the internet, including the training available to acquire the knowledge and skills necessary to address the problem and how to build effective partnerships. What happens when unauthorized products, including grey market products enter the ecommerce marketplace and what can or should be done about it.

Search warrants—obtaining and executing; testifying in court, seizing evidence and providing proper disclosure. What can law enforcement, prosecutors and industry do to help one another work together.

Moderator: Paul Lomic, Lomic Law, Toronto, Ontario

Panelists:

- **Latika Mogla**, Operational Leader, Strategic Direction and Integration, Canadian Food Inspection Agency, Toronto, Ontario
- **April Miller**, HSI Representative/Special Agent, Group Supervisor, Homeland Security Investigations, US Consulate, Toronto, Ontario
- **Edward Nagel**, nagel + associates, Toronto, Ontario
- **Greg Gard**, Investigator, Investigative Solutions Network Inc., Toronto, Ontario
- **Ashly Sands**, Epstein Drangel LLP, New York, NY, USA

2:00pm to 2:40pm

Getting the Job Done—Who is Here to Help? Part 2

Moderator: Jason Drangel, Epstein Drangel LLP, New York, NY, USA

Panelists:

- **Paul Stella**, Manager - Collision Repair & Refinish, Toyota Canada Inc., Toronto, Ontario
- **Dwayne Perry**, Yellow Brand Protection, New York, NY, USA
- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario

2:40pm to 3:10pm

Product ID

3:10pm to 3:25pm

Break & Trade Table Displays

3:25pm to 4:15pm

Getting the Job Done—Who is Here to Help? Part 3

Moderator: Gustavo Giay (invited), Partner, Marval, O'Farrell & Mairal, Buenos Aires. Argentina

Panelists:

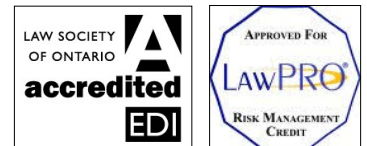
- **Charlotte Beaumatin (invited)**, Counsellor for Intellectual Property at the French Embassy of Washington, INPI, Washington, DC, USA and/or **Jean-Noël Blanc (invited)**, Customs Counsellor for North America at the French Embassy of Washington, INPI, Washington, DC, USA
- **Steven J. Shapiro**, Federal Bureau of Investigation, Criminal Investigation Division, Intellectual Property and Criminal Cyber Integration Unit, National Intellectual Property Rights Coordination Center, Washington, DC
- **Susan F. Wilson (invited)**, United States Intellectual Property Attaché to the European Union. Brussels, Brussels Capital Region, Belgium.
- **Sheri Burrell (invited)**, Team Lead, Financial Transactions and Report Analysis Centre of Canada (FINTRAC), Central Region Unit, Ottawa, Ontario, Canada
- **Ben Cosgrove**, FINTRAC,
- **Mark Schonfeld**, Partner, Burns & Levinson LLP, Boston, MA, USA

4:15pm to 5:30pm

Privacy issues and Interacting with Unrepresented Counterfeiters in Civil and

Whether serving a Court Order, cease-and-desist documents or assisting law enforcement in the execution of criminal search warrants how should representatives of brands interact with counterfeiters and witnesses who were not represented by legal counsel? In addition to some best practices what are some pitfalls that should be avoided? Special considerations for dealing with individuals with English as a second language and how to be culturally sensitive. Understanding unconscious bias when dealing with self-represented individuals. (0.5 Professionalism Hours and 0.5 EDI Professionalism Hours)

Moderator: Ron Dimock, (invited) Partner, DLA Piper, Toronto, Ontario



Panelists:

- **Deborah Greaves**, Partner, Brutzkus Gubner Rozansky Seror Weber LLP, Woodland Hills, CA, USA
- **Georgina Starkman Danzig**, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario
- **Det. Robert Whalen**, Toronto Police Service, 55 Division, Toronto, Ontario
- **Gil Lan (invited)**, Associate Professor, Law and Business Department, Ted Rogers School of Business Management, Ryerson University, Toronto, Ontario
- **Daryl Somes**, President and CEO, Backlit Resource Group Inc., Toronto, Ontario
- **Raymond G. Leclair (invited)**, Vice-President, Public Affairs, Lawyers' Professional Indemnity Company (LAWPRO®), Toronto, Ontario or **Ian Hu, (invited)** Counsel, Claims Prevention and practicePRO, Toronto, Ontario

5:15pm to 5:45pm

Product ID

6:15pm to 9:30pm

Annual Conference Reception

Sponsored by

Arochi & Lindner, Cytelligence Inc.

and

Kestenberg Siegal Lipkus LLP

Please join us for cocktails and hors d'oeuvres and a chance to meet other attendees and network

(At the residence of Terry and Lorne Lipkus)



Kestenberg Siegal Lipkus LLP
Barristers and Solicitors

DAY 3: Friday September 20, 2019

8:45am to 9:15am

Product ID

9:15am to 11:15am

Resources: Industry, Agencies & Organizations

The services and activities of industry, various agencies and organizations can be used to positively impact individual cases, legislation and proactivity involving counterfeits. From education to enforcement to partnerships and beyond—so much we can learn from each other.

Moderator: Adam Kingsley (invited), Executive Director, Intellectual Property Institute of Canada (IPIC), Ottawa, Ontario

Panelists:

- **Michel Portenier, (invited)** Regional Case Officer, Team Leader-Ontario/Operations Division, Seized Property Management Directorate (SPMD), Integrated Services Branch, Services and Procurement Canada (PSPC), Toronto, Ontario
- **John Anderson**, Chairman, The Global Anti-Counterfeiting Group London, UK
- **Cameron Field**, Manager, Special Initiatives and Training, Enterprise AML Office, BMO Financial Group, Toronto, Ontario

Moderator: Casey Chisick or Shane Hardy, (invited) Partner, Cassels Brock & Blackwell LLP, Toronto, Ontario

Panelists:

- **May Cheng**, Partner, Osler, Hoskin & Harcourt LLP, Chair, Toronto, Ontario
- **Sundeep Chauhan**, Vice President & Senior Counsel – Global Content Protection, MPAA/MPA-Canada and Past Chair of Canadian Anti-Counterfeiting Network, Toronto, Ontario
- **Kari Kammel or Dr. Jay Kennedy**, Michigan State University, East Lansing, Michigan, USA

11:15am to 11:30am

Break & Trade Table Displays

11:30am to 12:00pm

Product ID

12:00 to 1:15pm

Creative Tactics involving Fraud/Counterfeiting Cases

What are some of the additional methods and tactics that industry, law enforcement and others have been pursuing against counterfeiters and fraudsters? Working with tax authorities, health departments, food inspection agencies, fire and safety related municipal departments, by law enforcement, sheriff's offices and others. What to do while involved in a case and discovering there is a counterfeiting aspect. What are the latest trends in anti-counterfeiting education? What are the benefits to educating the public and others about counterfeiting issues?

Moderator: Lorne M. Lipkus, Partner, Kestenberg Siegal Lipkus LLP, Toronto, Ontario

Panelists:

- **Jack Meggetto, (invited)** Assistant Director of the Criminal Investigations Division, Toronto North, Canada Revenue Agency (CRA), Toronto, Ontario
- **Dr. Jay P. Kennedy**, Assistant Professor, School of Criminal Justice, Center for Anti-Counterfeiting and Product Protection, Michigan State University, East Lansing, Michigan, USA

Continental Brunch Sponsored by

INCOPRO



1:15pm to 2:15pm

Product ID Panel

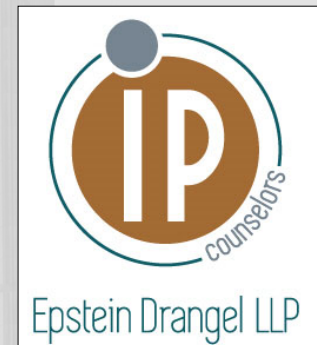
2:15pm

Closing Remarks

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