

April 23, 2014  
U.S. Chamber of Commerce  
Washington, D.C.



**GIPC**  
Global Intellectual Property Center  
U.S. CHAMBER OF COMMERCE

# 2014 IIP CHAMPIONS

Celebrating the Creators of Jobs,  
Innovation, Safety, and Access



**2014 IP Champions Agenda**  
**April 23, 2014**  
**Hall of Flags | U.S. Chamber of Commerce**

Time	Details
<b>8:30 AM</b>	<b>Registration</b>
<b>9:00 AM</b>	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>• David Hirschmann, President &amp; CEO, Global Intellectual Property Center</li> </ul>
<b>9:05 AM</b>	<b>Business Innovations Panel</b> <b>Moderator:</b> Mark Crowell, Executive Director, U.Va. Innovations <ul style="list-style-type: none"> <li>• Reza Monazami, Ph.D, University of Virginia</li> <li>• Jalali Hartman, Founder &amp; Chief Human, ROBAUTO, Inc</li> </ul>
<b>9:55 AM</b>	<b>Presentation of Awards to Business Innovators</b> <ul style="list-style-type: none"> <li>• Mark Crowell, Executive Director, U.Va Innovations</li> <li>• Reza Monazami, Ph.D, University of Virginia</li> <li>• Jalali Hartman, Founder &amp; Chief Human, ROBAUTO, Inc.</li> </ul>
<b>10:00 AM</b>	<b>Consumer Awareness Campaigns - Panel Discussion</b> <ul style="list-style-type: none"> <li>• Marjorie Clifton, Executive Director, Center for Safe Internet Pharmacies</li> <li>• Libby Baney, Executive Director, Alliance for Safe Online Pharmacies</li> <li>• Alun Jones, Chief of Communication and Advocacy, United Nations Office of Drugs and Crime</li> <li>• Chuck Westfall, Technical Advisor, Professional Engineering &amp; Solutions Division, Canon U.S.A.</li> </ul>
<b>10:55 AM</b>	<b>Presentation of Awards to Consumer Awareness Campaigns</b> <ul style="list-style-type: none"> <li>• “Be Safe. Buy Smart.” - CSIP</li> <li>• “Counterfeit: Don’t buy into organized crime.” - UNODC</li> <li>• “Anti-Counterfeit Consumer Awareness Campaign” - Canon U.S.A.</li> </ul>



<b>11:00 AM</b>	<b>Consumer Awareness Speech</b> <ul style="list-style-type: none"> <li>• <b>Introduction by:</b> Sandra Aistars, Chief Executive Officer, Copyright Alliance</li> <li>• David Lowery, Musician and Guest Lecturer, Terry College of Business, University of Georgia</li> </ul>
<b>11:20 AM</b>	<b>Presentation of Award to Consumer Awareness Speaker</b> <ul style="list-style-type: none"> <li>• David Lowery, Musician and Guest Lecturer, Terry College of Business, University of Georgia</li> </ul>
<b>11:25 AM</b>	<b>Presentation of Awards to Public Officials</b> <b>Introduction by:</b> William Reid, Vice President, Global Anti-Counterfeiting Operations, Eli Lilly <ul style="list-style-type: none"> <li>• Mark Cohen, Senior Counsel, China, U. S. Patent and Trademark Office</li> <li>• Operation Cloud, Economic Crime Investigation Department, Ministry of Public</li> </ul>
<b>11:35 AM</b>	<b>Break - Lunch set up</b>
<b>11:55 AM</b>	<b>Lunch</b>
<b>12:25 PM</b>	<b>Keynote Remarks by Congressman Doug Collins (R-GA-09)</b>
<b>12:45 PM</b>	<b>Public-Private Coordination on Enforcement Panel</b> <b>Moderator:</b> David Hirschmann, President & CEO, Global Intellectual Property Center <ul style="list-style-type: none"> <li>• Anastasia Danias, Senior Vice President and Chief Litigation Officer, National Football League</li> <li>• Miriam Vogel, Counsel to the Deputy Attorney General, U.S. Department of Justice</li> <li>• Lev Kubiak, Director, National IPR Coordination Center</li> </ul>
<b>1:30 PM</b>	<b>Presentation of Awards to Public Officials</b> <ul style="list-style-type: none"> <li>• Operation Team Player (Professional Sports Gear)</li> <li>• MycroPC.com (Counterfeit Software)</li> <li>• Baltimore Military Grade Circuits</li> <li>• Stolen Trade Secret Materials</li> </ul>
<b>2:00 PM</b>	<b>Conclusion</b>



## David Hirschmann

*President & CEO, Global Intellectual Property Center*  
@globalIPcenter

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David Hirschmann serves as president and CEO of the U.S. Chamber of Commerce's Global Intellectual Property Center (GIPC). The GIPC works to champion intellectual property (IP) as a vital engine of global development, growth, and human progress. He oversees the Center's work in communicating the value of IP, building support for IP protection in the United States, growing alliances to promote IP in international markets, and improving enforcement. As senior vice president at the U.S. Chamber, Hirschmann is a member of the Management Committee and helps shape the organization's strategic direction and program initiatives.

Hirschmann is also president and CEO of the Chamber's Center for Capital Markets Competitiveness (CCMC), where he leads the Chamber's initiative dedicated to promoting a modern and effective regulatory structure that fosters robust and diverse sources of capital, investment, liquidity, and risk management for our nation's job creators. This effort addresses domestic and international securities regulation, enforcement, and financial reporting issues.

Hirschmann joined the U.S. Chamber in 1992 as director of Latin American Affairs. In 1995 he was promoted to manager for the Western Hemisphere, and two years later he became managing director for Western Hemisphere Affairs. He was promoted to vice president in 1998 and senior vice president two years later. From 1998 to 2007, he served as executive vice president of the National Chamber Foundation where he oversaw the Foundation's mission to drive the policy debate on key issues by formulating arguments, developing options, and influencing thinking in an effort to move the American business agenda forward. Hirschmann also served as the executive vice president of the Association of American Chambers of Commerce in Latin America (AACCLA) and as executive vice president of the U.S. Section of the Brazil-U.S. Business Council. Before joining the Chamber, he worked as legislative director for former Congressman Toby Roth, past chairman of the International Economic Policy and Trade Subcommittee in the House of Representatives.

Hirschmann was raised in Guatemala and is a graduate of Duke University. He lives in Alexandria, Virginia with his wife, Susan, and their daughter.



# IP Champions in Innovative Partnerships

*By Brian Noyes, for the Global Intellectual Property Center Blog*

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Intellectual property policy already makes for strange bedfellows. Have you noticed that IP doesn't hit partisan or state lines? Senators and Congressmen from both sides of the aisle and from every nook and cranny of the country are stewards of the Founding Father's vision of a creative and innovative America.

The same can be said for those who are actually responsible for IP creation itself. Private enterprises, academic institutions, and public organizations are partnering up to cross-pollinate ideas which are sprouting into innovations which further consumer access and economic prosperity.

In fact, universities are responsible for conducting more than half of all basic research in the U.S. But while some researchers may sit back in their labs and hope the world comes to them, many institutions of higher learning are proactively helping students and faculty to move to the next step in the marketplace by partnering with local and national businesses.

The University of Virginia's U.Va. Innovation program is leading the way to bridge education with hands-on entrepreneurship, proving that learning goes far beyond any textbook or classroom. One such success comes from senior research scientist Reza Monazami, who developed a technology which mitigates temperatures emitted by our electronics, causing them to operate cooler, more efficiently, and in a less costly manner. With the aid of U.Va's Innovation program, Monazami can now explore venture and commercialization opportunities as well as focus on creating more novel innovations.

And on the flip side, you're seeing startup entrepreneurs collaborate with organizations to innovate effectively and efficiently. Case in point is ROBAUTO, Inc which linked serial startup guru Jalali Hartman with the Florida Blue to identify consumer need and eventually create "robots you'll love" which are now being used as an innovative new treatment for autism.

What you'll find is that IP plays an integral role in the success of these partnerships. Tackling complex problems means pursuing equally—if not more so—complex solutions which are fraught with trial and error, eating up resources and time. But the end result of innovation is nothing short of amazing, and at this year's 2014 IP Champions Conference we will recognize the great strides stemming from these innovative partnerships.





## Mark Crowell

*Executive Director, U.Va. Innovations*  
@Mark Crowell @UVAinnovations

W. Mark Crowell is executive director of U.Va. Innovation and associate vice president for research at the University of Virginia. Crowell's 25-year career in university innovation includes extensive experience in technology licensing, start-up company formation, seed capital development, innovation-based economic development initiatives and planning, and research campus planning.

Crowell joined U.Va. in 2010 after serving as vice president for business development at the Scripps Research Institute in La Jolla, Calif., and Jupiter, Fla., where his responsibilities included innovation management and commercialization, new business development, bio-pharmaceutical industry partnerships and venture capital relations. Prior to joining Scripps in early 2009, Crowell spent 8.5 years as associate vice chancellor for economic development and technology transfer at the University of North Carolina at Chapel Hill, after holding similar positions at North Carolina State University (1992–2000) and Duke University (1987–1992). In North Carolina, Crowell served on the boards of key economic development and entrepreneurial support agencies, including the North Carolina Biotechnology Center, the Council for Entrepreneurial Development, the Research Triangle Regional Partnership and the Orange County Economic Development Commission.

Throughout his career, Crowell has led many public–private collaborations, including co-founding a \$10 million seed fund at NC State in partnership with the NC Technology Development Authority. Crowell also had extensive involvement in planning and managing the widely acclaimed Centennial Campus, a more than 1,200-acre research campus at NC State.

Crowell served as president of the Association of University Technology Managers (AUTM) in 2005 and is the founding president of the AUTM Foundation. He currently serves as co-chair of BIO's Technology Transfer Committee and as a member of the board of directors of Southeast BIO. His consulting and advisory activities have included a number of U.S. and international academic and policy groups and associations, including the National Science Foundation, the American Association for Advancement of Science (AAAS), the National Academies of Sciences, the World Intellectual Property Organization, the Los Alamos National Laboratory and many others. Crowell also served on the inaugural board of the University–Industry Demonstration Partnership, an initiative coordinated through the National Academies of Sciences designed to expand collaborations between universities and industry.

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## Reza Monazami

*Ph.D., University of Virginia*  
@UVA

Reza Monazami has developed a strong and broad expertise in mechanical and chemical engineering through his professional and academic experience. After finishing his bachelor's degree in chemical engineering, Reza co-founded Delta, an engineering consulting firm where he worked for five years on several projects for clients in the energy industry. Through his work at Delta, Reza developed an interest in mechanical engineering and left the company to complete a graduate degree in that field. Having developed an interest in micro-level cooling processes during his master's research, Reza explored this problem in greater depth in his doctoral dissertation.

Since graduation, he has remained at UVA to develop and test a working prototype of a heat transfer based on the ideas he incorporated into his dissertation. This versatile technology has significant potential applications in electronics, energy conversation systems, and the aerospace industry.



## Jalali Hartman

*Founder and Chief Human, ROBAUTO, Inc.*

@jalali\_hartman @Robauto

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Jalali Hartman is a serial entrepreneur who's startups have enabled more than \$1B in revenue. His companies have attracted more than \$18M in capital from U.S. and Japanese investors. With more than 18 years of engineering and entrepreneurship experience, Jalali is a proven thought leader in the field of innovation and new technology. He is credited with creating breakthrough computer science algorithms around online auctions (Pricing Engine), consumer behavior (Conversion Index), viral growth (Social Velocity) and social media (Social Gravity) as well as human-robotic bonds (Bond Index). His technologies have won numerous awards including back-to-back Innovator of the Year awards from eBay. Mr. Hartman holds patents in e-commerce, artificial intelligence and big data and is the trademark owner of the popular phrase Spread the word®.

Since 1999, Jalali has been integral in developing and integrating strategies for large-scale technology implementations for organizations including the U.S. Government, the New York Times and MTV. He has co-founded or been the founding outside executive of 4 successful technology companies including Infopia, MECLABS, Yovia and ROBAUTO. In aggregate the companies have employed more than 500 people – and counting. Jalali has served as a mentor to the University of Florida's Innovation Hub and has been an integral part of the startup ecosystems in the states of Utah, Florida and Colorado. He is currently working to bring increased access to robotics for those on the autism spectrum.





## Marjorie Clifton

*Executive Director, Center for Safe Internet Pharmacies*  
@MarjorieClifton @safemedsonline

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Marjorie Clifton is CEO of Clifton Consulting LLC and founder of Spike the Watercooler. Marjorie has over 16 years of communications, media, and public affairs experience. Her work has spanned both the public and private sector, advising organizations on their strategic planning, communications, fundraising, and outreach strategies.

Her individual clients include C-level executives of Fortune 100 companies, Members of Congress, presidential campaigns, faith leaders, and advocates. Her institutional clients range from governmental organizations (U.S. Department of State, the Federal Reserve, and the U.S. Department of Energy) to large corporations (Coca Cola, Booz Allen Hamilton, Verizon, Boeing, General Motors, Pfizer, and Ebay) to non-for-profit organizations (the American Red Cross, American Medical Association, Teach for America, and the Nature Conservancy).

Marjorie is also a published author, speaker and regularly appears on Fox, CNN and national radio as a commentator. Her passion is expanding women's leadership and inspiring political participation. As part of this work she builds and leads global training programs in media, communications, leadership, advocacy, political activism and organizing. Her projects have spanned five continents and almost all fifty states.

Marjorie is co-founder of Community in Her Corner, a non-profit focused on professional development and local community building for female entrepreneurs. She is also an executive board member of Running Start and co-founder of their Next Step program, which trains young women in career development and politics. She is also a board member of American University's Women in Politics Institute.

Marjorie received her Bachelor's degree in Communications and Spanish from the University of Texas, where she is currently a fellow for the Annette Strauss Institute for Civic Participation. She earned her Master's degree in acting from Drama Studio in London. Marjorie currently lives in Washington, DC.



## Libby Baney

*Executive Director, Alliance for Safe Online Pharmacies*

@libbybaney @safeonlinerx

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Libby creates and implements creative public policy and business solutions. She works to shape domestic and international private sector policy and government actions, including legislation, regulations, and polices. Much of Libby's work relates to the intersection of Internet, technology and health policy issues, including: Internet pharmacy, telemedicine and telehealth, intellectual property rights, falsified and counterfeit medicines, supply chain integrity, new generic top-level domains (gTLDs), and ICANN policy

Libby is a lawyer by training and advocate by nature. She is a prolific speaker and writer, regularly engaging with diverse audiences on issues at the intersection of Internet technology and health care. Libby is often found authoring policy papers, addressing large audiences, leading strategic workshops, and interacting with international corporate leaders and policymakers. Her work spans multiple continents and touches nearly all fifty U.S. states. Libby currently serves as the founding Executive Director of the Alliance for Safe Online Pharmacies (ASOP), a globally active nonprofit organization based in Washington, D.C. In this capacity, Libby leads ASOP operations, shapes public policy, and advocates for increased international attention to issue of illegal online drug sellers.

Libby founded FWD Strategies International after enjoying six years as a Vice President and Associate at a top-tier international law and consulting firm. There she helped form and advise a large multi-stakeholder coalition in support of the recently-passed Drug Quality and Security Act of 2013, worked with new generic top-level domain applicants, and led policy efforts on a variety of issues as part of the 2012 reauthorization of the Prescription Drug User Fee Act and passage of the Accountable Care Act (aka "Obamacare"). Prior to that, Libby worked in state and local government in Indiana and spent time in corporate affairs at New Jersey based pharmaceutical company. She's a proud graduate and active alum of Indiana University and the Indiana University Maurer School of Law. Libby lives in the DC metro area with her husband and son.



## Alun Jones

*Chief of Communication and Advocacy, United Nations Office of Drugs and Crime*  
@UNODC

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Alun Jones is Chief of Communication and Advocacy at the United Nations Office on Drugs and Crime where he is responsible for directing the strategic communications and outreach of the organisation, leading international awareness campaigns on crime, corruption and drugs, managing civil society affairs and all corporate communications and advocacy functions. The PSA campaign on counterfeit and organised crime is the latest and most successful campaign of UNODC, airing on over 30 national and international TV stations globally and reaching millions of people worldwide.

Prior to joining the UN, he worked for 15 years in various European Union institutions, including the European Parliament and the EU equivalents of the FDA and OSHA in senior public information, spokesperson or government relations roles. Earlier in his career, he was responsible for public relations at Eurotunnel, one of the largest construction projects in the world. He holds a Master's in European Law (studied in French) and a first degree in Politics and Languages.



## Chuck Westfall

*Technical Advisor, Professional Engineering & Solutions Division, Canon @CanonUSA*

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After earning a degree in Professional Photography from the Rochester Institute of Technology and accumulating some valuable on-the-job experience during a 10-year stint in commercial photography and photo retail, Chuck Westfall began his corporate career with Canon U.S.A. in 1982 as a Technical Representative. He has steadily advanced through the ranks to achieve his present position as Technical Advisor for the company's Consumer Imaging Group, working out of Canon U.S.A.'s headquarters office in Lake Success, NY. Among his many assignments, Chuck Westfall is currently Canon USA's main media spokesman for professional imaging products. He also provides a unique insider's perspective to financial analysts who follow the company's CIG sales and marketing activities.

Chuck's involvement with digital cameras began in 1994, when he assisted Canon and Kodak engineers in developing the EOS-DCS series of professional SLRs. Since then, his responsibilities have expanded to include participation in the development and launching of many other Consumer Imaging Group products including Canon's professional and consumer-oriented digital cameras. Most recently, he has been developing content for online and on-site consumer education projects in Canon USA's Professional Products Engineering & Solutions Division.

On the personal side, Chuck enjoys sightseeing, photography, reading, music, and family life.





## Sandra Aistars

*Chief Executive Officer, Copyright Alliance*  
@copyright4u

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Sandra Aistars is the Chief Executive Officer of the Copyright Alliance, a non-profit, non-partisan educational organization of artists, producers and distributors from across the copyright spectrum. She is also the chairman of the Copyright Alliance Education Foundation, which provides copyright resources for K-12 educators and classrooms. She is a frequent speaker on intellectual property and new media topics at a variety of venues.

Prior to joining the Alliance, Sandra served as Vice President and Associate General Counsel at Time Warner Inc. In her role at Time Warner Aistars coordinated the company's intellectual property strategies; served as an expert to the U.S. Congress, the Copyright Office, and various departments and agencies; and represented the company in cross-industry coalitions and technology standards efforts. Aistars has also worked as a lawyer and lobbyist on intellectual property and technology issues at Weil, Gotshal & Manges, LLP, and served as the head of public relations and government affairs for a non-profit organization.

Aistars hails from a family of talent, which includes an opera singer, authors and painters. She has provided pro bono legal counsel throughout her career to numerous independent artists and creators including singer-songwriters and non-profit arts organizations.

Sandra is currently loving the paint drip painting "THEFEELINGTHATILOSTTODAY" by Markus Linnenbrink, a German born artist, living in Brooklyn. Linnenbrink names his paintings after songs he is listening to as he works. This one is named for a song by The National. She also loves that Linnenbrink often incorporates his father's photographs from their family travels in the 70's into his work. See his photo drip paintings.





## David Lowery

*Musician and Guest Lecturer, Terry College of Business, University of Georgia*

@davidclowery @UnivofGeorgia

Photo Credit: Jason Thrasher

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David Lowery is a mathematician, writer, musician, producer and serial entrepreneur based in Richmond, VA and Athens, GA.

While studying mathematics and computers at the University of California Santa Cruz in the early 1980's, Lowery founded the critically acclaimed ensemble Camper Van Beethoven and associated record label Pitch-a-Tent Records. With these two entities, he helped jump start the Indie Rock movement.

In 1991, Lowery moved on to the ensemble Cracker, which produced five, top ten alternative/rock radio tracks and three platinum albums. During this time he produced a variety of albums, including albums for critically acclaimed and commercially successful artists, such as The Counting Crows and Sparklehorse. Lowery also founded Sound of Music Studios with John Morand. This long running endeavor has recorded tracks for a wide range of artists from D'angelo to Lamb of God. The studio later spun off Shockoe Noise LLC, which specialized in custom music for commercials, film, and TV.

In 2007, Lowery was appointed as an advisor to the collective action website [www.ThePoint.com](http://www.ThePoint.com). This later evolved into the social deals site [www.Groupon.com](http://www.Groupon.com). One of the earliest groupon-like efforts involved selling tickets for the Cracker/Camper Van Beethoven Campout music festival in 2007. Groupon went public in 2011.

Lowery began teaching the economics and finance of the music business at the University of Georgia in 2011. With a few like-minded entrepreneurs, he helped establish The Athens Angel Investment Fund. He is also on the board of the incubator 4 Athens.

He has also testified to congress twice on behalf of artists. Most recently he [penned an op-ed for Politico](#) concerning copyright reform that was entered into the congressional record by Mel Watt D-NC.



## William S. Reid

*Vice President, Global Anti-Counterfeiting Operations, Eli Lilly and Company*  
@LillyPad

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Bill Reid is currently Vice President for Global Anti-Counterfeiting Operations (GACO) at Eli Lilly and Company, where he has served as senior director for anti-counterfeiting since December 2012. He leads the development of Lilly's global strategy to protect patient safety by fighting counterfeit medicines and works with Lilly's global affiliates and cross-functional experts to implement that strategy around the world.

Reid joined Lilly in 2001 as manager of public affairs. In 2009, he became director of global corporate affairs operations. Prior to joining Lilly, Reid served in the Office of the Governor, Wisconsin, followed by a position as director of governmental affairs for the Metropolitan Milwaukee Association of Commerce. Bill Reid received a Bachelor of Arts degree in Government from Lawrence University, Wisconsin.



## Mark Allen Cohen

*Senior Counsel, U.S. Patent and Trademark Office*  
@USPTO

Mark rejoined the USPTO as Senior Counsel, China in 2012. Prior to that time he served as a visiting professor at Fordham Law School (2011-2012), where he continues to teach Chinese intellectual property law. His career has also included serving as: Director, International Intellectual Property at Microsoft Corporation; Of Counsel to Jones Day's Beijing office, Senior Intellectual Property Attaché at the U.S. Embassy in Beijing (2004-2008), general counsel to a mid-sized pharmaceutical company in Europe (1998-2000), a solo practitioner and as a Fulbright Professor in Eastern Europe (1993-95). In private practice he developed highly successful IP turn-around strategies for individual inventors, small and medium enterprises and large companies. In total, he has 30 years private, public sector, in-house and academic experience in intellectual property issues in China and transition economies.

Mr. Cohen has worked extensively on realigning public or corporate resources to meet the changing demands of China's intellectual property environment. For example, the programs Mr. Cohen established while at the U.S. Embassy in Beijing (2004-2008) became models for U.S. government engagement on intellectual property worldwide. He was the first IPR Attaché posted by USPTO to handle IPR issues in a foreign country. In addition he launched the first annual USG "Ambassador's IPR Roundtable" which he co-chaired for five years, devised the first IPR "toolkits", launched China IPR "roadshows", worked on IPR pro-bono programs, developed internal USG training programs, and helped bring China into various bilateral multilateral international fora, such as the through cooperative programs with USPTO on patents, trademarks and copyright and encouraging China to join the "IPR-5", consisting of the five largest patent offices in the world. While at the US Embassy, and later as co-chair of the AmCham IP Forum he also developed an innovative series of programs on innovation in China, as well as a program on public relations, public diplomacy and intellectual property.

Among his efforts to reach out to experts on Chinese IP, Mr. Cohen hosts a personal blog ([www.chinaipr.com](http://www.chinaipr.com)). He also teaches the first class offered in a North American law school on Chinese IP law. In addition, he has also developed programs that reach out very broadly: A two-part live debate he conducted in Chinese with Chinese academics on WTO issues had a global audience of 160 million people, while another program he co-organized with the Federal Circuit Bar Association was likely one of the largest international judicial training programs in the world, with over 1300 attendees, including judges, students and academics.



Currently, Mr. Cohen currently leads a China team at the USPTO consisting of over 20 individuals in DC, Beijing, Shanghai and Guangzhou, China. One of his current projects involves setting up a China IPR Resource Center at the USPTO to help support a more empirical analysis of China's IPR environment. Another project involves a forthcoming program at USPTO on novel ways of monetizing copyright in China (June 2014). He has also recently launched an informal network of USG officials following Chinese law general in order to promote better sharing of information on Chinese legal developments, and is also actively involved in developing novel programs to engage China's judiciary on commercial and IP legal issues.

Among his book-length publications are Antimonopoly Law and Practice in China (Oxford University Press 2011, with Steve Harris et al.) (second edition expected 2015), He was the editor of Chinese Intellectual Property Law and Practice (Kluwer Law International 1999). He co-edited a book on China's legal development in 1984 and has authored numerous articles on such issues on Chinese IP law, alignment of corporate resources to address IP challenges in China, commercial rule of law, international trade law and law firm market access in China.

Mark has also received consistently high ratings as a law professor in the United States and as a practicing lawyer. In addition to teaching at Fordham Law School, he serves as a Guest Professor at Renmin University, Beijing and Jinan University, Guangzhou, China and maintains affiliations with numerous other laws schools throughout the world.

Mr. Cohen holds a J.D. degree from Columbia University (1984), an M.A. from the University of Wisconsin in Chinese Language and Literature (1979) and a B.A. from the State University of New York at Albany in Chinese Studies (1977). He was formerly an exchange student at Nanyang University, Singapore. He speaks and reads Chinese fluently and is admitted to the District of Columbia.





# Ominous Forecast for Drug Counterfeiters

By Kelly Anderson, for the IP Delivers Blog

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Efforts to rid the world of fake medicines are one of the most heroic works of IP enforcement. Countries around the world are taking significant steps to disrupt networks and black markets selling the most dangerous fakes. Counterfeit medicines not only pose serious—and sometimes fatal—health risks to patients, but they undermine public health overall.

The need for enforcement efforts against this trade requires resources as it has, by some accounts, [become more lucrative than dealing hard drugs](#). Recognizing the need to take action in China, the Economic Crime Investigation Department of China's Ministry of Public Security launched Operation Cloud. Mobilizing police officers in different provinces around China, the operation sought to crackdown on the manufacturing and distribution of counterfeit medicines as well as remove websites which sell the illicit goods.

The success of the operation is impressive and mirrors how vast the problem is, with efforts alone in China resulting in: 1,300 criminal arrests and 300 million fake medicines seized, valued at 2.2 billion RMB (\$350 million). And the counterfeits seized had a whole litany of problems – from forged trademarks to faulty packaging to altogether falsified medicines – putting the consumer in serious danger.

Other governments around the globe have initiated similar efforts. Last November, the U.S [Immigration and Customs Enforcement](#) joined forces with ten foreign law enforcement agencies abroad to shut down websites selling counterfeit goods on cyber Monday. In Angola, government officials recently acted to intercept [1.4 million doses](#) of an anti-malarial drug before it entered the African market.

We applaud both China's Operation Cloud and each of the governments who have championed programs to halt production and distribution of illicit medicines and encourage other governments to follow suit. The problem is too widespread and the consequences too dire for governments to ignore.



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## Anastasia Danias

*Senior Vice President and Chief Litigation Officer, National Football League*  
@NFL

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Anastasia Danias is the Senior Vice President and Chief Litigation Officer at the National Football League in New York, where she manages antitrust, and other complex commercial litigation for the League and its member clubs. Ms. Danias leads the NFL's brand protection, anti-counterfeiting and anti-piracy efforts, serving as the League's key advisor on intellectual property matters.

Ms. Danias graduated from Fordham University School of Law in 1998. After graduating Fordham, Ms. Danias was an associate at Hughes Hubbard & Reed LLP in New York, where she specialized in intellectual property litigation. Ms. Danias joined the NFL in October 2000.



## Miriam Vogel

*Attorney General's Intellectual Property Task Force, Department of Justice*  
@TheJusticeDept

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Miriam joined the Office of the Deputy Attorney General at the Department of Justice in August of 2009, and where she oversees various components and runs multiple initiatives, including the Attorney General's Intellectual Property Task Force and executive clemency matters. Miriam served at the White House as the Acting Director of the Justice & Regulatory team in the Domestic Policy Council (DPC) between 2011 through 2012.

At the DPC, Miriam led the President's Equal Pay Task Force, and the Administration's Food Safety Working Group, in addition to coordinating policy initiatives involving criminal justice reform, open government and human trafficking. Miriam also coordinated domestic policy initiatives involving the Administration's regulatory agenda. During her service, Miriam received the National Collaborative Leadership Spirit award for her success in leading inter-agency initiatives.

Before joining the Department of Justice in 2009, Miriam served as Associate Counsel at Dana-Farber Cancer Institute in Boston, handling intellectual property issues, major transactions, technology matters, co-ventures, employment law and litigation oversight. Miriam was also a corporate transaction attorney, with a focus on IP law, at Sheppard Mullin in Los Angeles, and an IP litigator at Manatt Phelps after clerking in Denver, Colorado. Prior to law school, Miriam served in the White House during the Clinton Administration.



## Lev Kubiak

*Director, National Intellectual Property Rights Coordination Center  
@IPRCenter*

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Lev J. Kubiak is the director for the National Intellectual Property Rights Coordination Center (IPR Center) in Arlington, Va.

On Aug. 1, 2011, Mr. Kubiak assumed responsibility for and oversight of the IPR Center. The center, consisting of 17 key U.S. investigative agencies and two international partners, stands at the forefront of the U.S. government's response to global intellectual property theft. Mr. Kubiak also oversees Homeland Security Investigations' trade enforcement program.

Mr. Kubiak began his career in government service in 1992 at the U.S. Customs Service's Office of Labor and Employee Relations in Washington, D.C. He became a special agent in the agency's Detroit Office in 1995.

In November 2001, he transferred to the Office of International Affairs at the U.S. Customs Service headquarters in Washington, D.C. There, he served as deputy director for the Container Security Initiative, a national security program focused on securing international movement of shipping containers. He later served as deputy assistant director of U.S. Immigration and Customs Enforcement's (ICE) Office of International Affairs, overseeing the international policy and programs division.

In July 2006, Mr. Kubiak transferred to ICE's Buffalo, N.Y., office where he served as both assistant special agent in charge and acting special agent in charge. In May 2008, he was promoted to special agent in charge of ICE's Homeland Security Investigation's office in Buffalo.

Prior to his career in government service, Mr. Kubiak was an adjunct faculty member at George Mason University in Fairfax, Va., where he also received his Masters of Public Administration. He received a Bachelor of Arts degree in English literature and contemporary world studies from Mercyhurst College in Erie, Pa.



## Operation Team Player

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More than \$37 million in fake NFL merchandise were seized, 70 people were arrested, 163 websites seized criminally, and 5,000 websites seized civilly in the record-breaking results of Operation Team Player. This was a joint IPR Center, HSI Newark/New York, CBP, USPIS, and SAT case.

## MycroPC.com

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A man was sentenced in Virginia to one year in federal prison, 3 years supervised release, and ordered to pay more than \$137,000 restitution to Microsoft, Rosetta Stone, Adobe, Intuit and Symantec for his role in running a business enterprise that was responsible for the sale of counterfeit software through multiple websites. This is a joint CBP, IPR Center, and HSI Houston Case.

## Baltimore Military Grade Circuits

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A man pleaded guilty to conspiracy to traffic in counterfeit goods including military grade circuits and other defense items. The man forfeited more than \$59,000 and a 2010 Acura and now faces a maximum sentence of 10 years in prison. This investigation was conducted by HSI special agents in Baltimore, Tampa, Harrisburg (PA), CBP, and CCIPS.

## Stolen Trade Secret Materials

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In July, a former research scientist pleaded guilty to seven counts of wire fraud after an FBI investigation revealed that the scientist stole trade secret materials from his former employer, a photovoltaic materials manufacturer. At the time of his arrest, the scientist had created a fake contract to evade a non-compete clause with his employer, and planned to leave the United States in a few days with stolen research materials and proprietary formulas, worth over \$4.7 million in research and development costs, to start work for a competitor in China. The scientist was ordered to pay \$500,000 to his former employer in a separate civil judgment for his theft of trade secret material.





# When Being an IP Champion is Your Job

By Austin Donohue, for the Global Intellectual Property Center Blog

There's a scene in the 2002 film *Catch Me If You Can* in which Leonardo DiCaprio's character, fed up with being pursued by police, turns to an FBI agent, played by Tom Hanks, and screams out "stop chasing me!" Hanks' character, unfazed, simply replies "I can't. It's my job."

In the real world, there is no screenwriter waiting in the wings with a magical ending, where all the hero needs is a cool car and no backup to save the day. It's through collaborations between agencies like Immigration and Customs Enforcement (ICE), the Department of Justice (DOJ) and Customs and Border Protection (CBP) where we see the impact these efforts have on our daily lives.

Through the efforts of 21 federal agencies, international and local law enforcement, and a diverse network of attorneys and security experts, we are seeing *real* results and *real* efforts to protect intellectual property.

One such example is evidenced with Operation Team Player, a joint operation between the National IPR Coordination Center (IPR Center), ICE's Homeland Security Investigations (HSI), CBP, the Mexican Revenue Service (SAT) and the major sports leagues, which disrupted a massive sports counterfeiting ring involving the arrests of 70 people, shuttering of over five thousand counterfeiting websites, and seizure of **\$37 million**-worth of fake NFL merchandise in New York and New Jersey.

Other examples include:

- Successfully stopped a major software counterfeiting scheme in Virginia, where the perpetrator was forced to pay more than \$137,000 in restitution to companies like Microsoft, Rosetta Stone, Adobe, Intuit and Symantec.
- A Baltimore man trafficking counterfeit military-grade circuits and defense intel was apprehended because of the work done by HSI, CBP, and the DOJ.
- A former research scientist, who was trying to flee the U.S. with stolen trade secrets worth over **\$4.7 million**, to work for a competitor in China, is now paying over \$500,000 to his former employer, thanks to an intense FBI investigation.

This collaborative approach is helping to protect innovation, and the jobs provided by a variety of industries, from pharmaceuticals, consumer goods, to defense and security. At every corner of the spectrum, from national security to your daughter's favorite baseball cap, there is someone there to protect your money, time, and ideas. You don't need Superman. You don't even need Tom Hanks. You have real heroes, waiting in the wings, looking out for your life, and your future.





# GIPC

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