



SECOND QUARTER, 2015 PRESENTATION ABSTRACTS

"IntegriDi - Combat Grey Market & Counterfeit Sales By Restoring Integrity to Distribution"

Presenter: Greg DiTullio - CEO and Founder, IntetriDi

In this session we will present the effects of grey market sales, how big the problem is, who is part of the problem & how it works in distributor channels. By creating a company culture with core values, coupled with transparency through the use of the internet and the IntegriDi application, we will demonstrate how we can help your company succeed in maintaining and building a sustainable brand.

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"Recent Developments In Preliminary Relief In Counterfeiting Cases - Seizures, Injunction And Other Forms Of Relief"

Presenter: Milton Springut - Partner, Springut Law

Mr. Springut shared various court cases involving counterfeiting cases with the AGMA audience. While products were from the luxury goods industry, member companies can apply legal concepts in their efforts to thwart counterfeiting activity in the high tech industry.

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"The Future of Anti-Piracy: It's All in the Data"

Presenter: Anita Phillips - Senior Solution Manager Microsoft Genuine & Secure, Microsoft

Ms. Phillips outlined the problems involved in anti-Piracy technology, and suggested a course of action to combat piracy and fraud in the future. She advocated proactive and reactive solutions, and encouraged AGMA members to study their data. Ms. Phillips is confident that data helps brand owners become aware of the unknown, and predicts that data analytics will play an ever increasing role in the fight against piracy and theft in the future.

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"Integrating intellectual Property (IP) Protection into Supply Chain Risk Management"

Presenter: Craig Moss - Chief Operating Officer, CREATe

Companies need to enhance their current way of protecting IP by embedding it in business operations. Today most companies take a strictly legal approach to IP protection through patent and trademark filing, contracts, litigation and enforcement. Yet only 15% of companies even communicate their IP protection requirements to channel partners, suppliers and other third parties. Effective IP protection in the supply chain starts with a risk assessment that enables a company to identify the higher risk areas and strategically allocate resources. A management systems approach to IP protection is the key to improving controls and reducing infringement. This session looks at the components of an IP protection management system.

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"Update: How Seagate Handles Warranty Fraud"

Presenter: Gana Kularasah - Director of Operations-Service Supply Chain, Seagate

Seagate had rolled out successfully many different programs to detect and prevent fraud products from being returned to Seagate. This has resulted in reduction in number of fraud products being returned to Seagate. However, the work is still not done as the fraudster get more creative.

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