

25th ANNUAL



FRAUD AND ANTI-COUNTERFEITING CONFERENCE Oct 12-14, 2022

This program is eligible for 14.5 hrs of Law Society of Ontario Substantive Hours. This program contains 2 hours and 30 minutes of Professionalism Content. This program contains 30 minutes of EDI Professionalism Content.



Hosted By:

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8:30am Registration, Display Tables and Coffee

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:
- **Working with resources in other countries:** If the counterfeiting / fraud issue involves targets outside of your country what steps can you take and what resources are available outside of your country to assist you in your case:
- **Online Preventative Medicine:** Avoid fraudulent schemes, including Phishing attacks. Data breaches and learn why Bitcoin payments may be involved:
- **NFT’S Simplified:** Understanding the basics of what an NFT is and how it relates to the world around you:

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

- **Brand Protection Technologies- Overt, Covert and Forensic:** What is best for you? What exactly do the different technologies do and how do they apply to your overt, covert, and forensic requirements? How do they differ and how are they the same? Are you balancing your online versus offline enforcement needs? Ask the experts.
- **Online Investigation Best Practices:** What is old and new that works?
- **Data Breaches and Privacy Information:** Effect on Fraud Investigations.
- **Counterfeit Pharmaceuticals:** Pharmaceutical counterfeiting issues and how they are being dealt with in different jurisdictions. What works best?

11:15am to 11:30am Product ID: Presentations by Brands on Product Identification/Authentication Techniques

11:30am to 12:00pm WORKING LUNCH

12:00pm to 1:15pm Opening Remarks and Keynote Addresses - Invited Speakers
Counterfeiting 2022—Where are we and where do we want to be?

1:15pm to 2:30pm Fraud in the Pharma Industry

From unscrupulous fraudsters to fake pills and online schemes the Pharma industry continues to tackle the onslaught of efforts to undermine the legitimate Pharma industry. What are some of the main threats and challenges that industry and law enforcement are dealing with? How effective have they been and what efforts can be made to improve protection for those that need to rely on a secure Pharma supply chain. Who is involved in these efforts. A Case Study is illustrative of the problem.

2:30pm to 2:45pm Break & Trade Table Displays / Product ID

2:45pm to 3:45pm Borders: International, National and Local Cooperation to Keep out the Flow of Counterfeits

Taking steps to protect the importation of counterfeits and fraudulent products from entering the country. Working with customs in different jurisdictions—how best can industry and law enforcement and customs partner together to strengthen the supply chain. Enforcement programs— Some examples of border enforcement measures in different countries, including “recording” your IP and providing customs with the best information to find the most desirable targets.

3:45pm to 5:30pm Protecting your Business/Workplace from Fraud.

From preventing phishing to ensuring online safety and physical safety within your office/home office premises, education of staff to protect against fraudsters. Don’t be a victim of money laundering, proceeds of crime or the activities of organized crime or terrorists. Some safety tips. (1.5 Approved Professionalism Hours) (LML– 1HR45mins)

5:30pm to 8:30pm Conference Reception and Networking Event

8:30am to 10:00am**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's Project Chargeback, the IACC's RogueBlock® and The City of London Police's Intellectual Property Crime Unit (PIPCU) target payment processing. 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? (Proposed 0.5 Approved Professionalism Hours, - 1hr 15 mins substantive hours)

10:00am to 10:30am**Break & Trade Table Displays****10:30am to 11:00am****Product ID****11:00am to 12:00pm****Resources: Industry, Agencies & Organizations (Part 1)**

Join this Q & A to find out how to contact the right representatives of industry, various agencies and organizations that can be used to positively impact individual cases, legislation and other fraud related issues. From education to enforcement to partnerships and beyond—so much we can learn from each other.

12:00pm to 1:00pm**Working Lunch****1:00pm to 1:30pm****Counterfeit Currency**

Bank of Canada, in partnership with the RCMP and the US Secret Service 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.

1:30pm to 2:30pm**Automotive Counterfeiting**

Automotive counterfeiting is on the rise. What is being done in some jurisdictions to catch fraudsters dealing in substandard automotive parts including air bags, front grilles, brakes, oil filters and a host of other parts and accessories.

2:30pm to 2:45pm**Crime Stoppers - Dealing with Illicit Trade****2:45pm to 3:15pm****Break & Trade Table Displays****3:15pm to 4:30pm****Privacy issues and Interacting with Unrepresented Parties in Civil and Criminal Cases**

Whether serving a Court Order, cease-and-desist documents, assisting law enforcement in the execution of criminal search warrants or acting as a court appointed independent lawyer how should we best represent ourselves, our company or our organization. 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. The EU legal framework set out by the General Data Protection Regulation (GDPR) 2016/679 regarding Data Protection efficiency. (Proposed 0.5 Professionalism Hours and 0.5 EDI Professionalism

4:30pm to 5:45pm**Product ID****6:15pm to 9:30pm****Annual Conference Reception**

8:45am to 9:15am **Product ID**

9:15am to 10:45am **Resources: Industry, Agencies & Organizations (Part 2)**

Join this Q & A to find out how to contact the right representatives of industry, various agencies and organizations that can be used to positively impact individual cases, legislation and other fraud related issues. From education to enforcement to partnerships and beyond—so much we can learn from each other.

10:45am to 12:00pm **Break & Trade Table Displays**

12:00pm to 1:15pm **Case Studies: Illustrating what we have learned to do or avoid in fraud / anti-counterfeiting cases.**

Is Education the key to creating a safe and secure supply chain , free of counterfeits that can harm us and endanger our jobs, our social fabric and our government funded programs. What can the media do and what are they doing—how can they help and how can we help them. Who is getting the word out?

1:15pm to 2:15pm **Product ID Panel**

2:15pm **Closing Remarks**