2018 Imaging Supplies Coalition Conference

The Impact of Technology Change

17th International Conference
September 12th - 14th @ Planet Hollywood, Las Vegas NV

Participating Partners includes Samsung Printer Supplies

Links: Registration • Brochure • ISC Website

HP xerox brother Lexmark Canon EPSON
The imaging supplies industry is experiencing a period of rapid transition. The ISC’s 17th conference on fraud and counterfeiting in the imaging supplies industry will provide a clear review of the factors driving this transition and map an approach to protecting brands, customers and reputations during this period of rapid change. The conference will open with a presentation on the pace of technology change and will include presentations on how these changes affect the IPR environment. The agenda is packed with informative and topical presentations and will include discussions on:

- “How Cryptography Protects IPR”
- “Has the Law Kept up with Technology”,
- “Protecting our Borders in this Era of Change”
- “Block Chain for IPR Protection”
- “The Changing Nature of the Dark Web and Social Media“
- “Case Studies Involving ISC Brand Owners”
- “What Constitutes Permissible repair”

Every presenter has experience and expertise in showing business /professional leaders how to protect their brand.

This is the premier international anti-fraud and anti-counterfeiting conference in the Imaging Supplies Industry. This conference provides the one best opportunity to establish contacts and network with the major brands in the printer and imaging supplies industry in an intimate and relaxed environment. The conference is designed to enable interaction with brand owners, exhibitors, sponsors and speakers.

In addition to the conference itself come early or stay after to enjoy all the wonderful attractions the Las Vegas has to offer. We look forward to seeing you at our conference.

The Imaging Supplies Coalition for International Property Protection, Inc. is a nonprofit association of imaging supplies original equipment manufacturers. Coalition members are Brother International Corporation, Canon U.S.A. Inc., Epson America Inc., HP, Lexmark International Inc., and Xerox Corporation. Samsung printer consumables, now owned by HP, are also included in the ISC coverage.

**September 12th - 14th @ Planet Hollywood, Las Vegas NV**

The ISC can be contacted at (941) 961-7897 or email iscwesterfield@aol.com
CONFERENCE REGISTRATION FEES
ISC Members
Through Aug 1, 2018: $695
After Aug 1, 2018: $795
Non-Members
Through Aug 1, 2018: $895
After Aug 1, 2018: $995
Spouses and Guests
Through Aug 1, 2018: $150
After Aug 1, 2018: $200

HOTEL ACCOMMODATIONS
Make your room reservation directly with the Planet Hollywood as early as possible as space could be limited. A block of rooms has been reserved for the Imaging Supplies Coalition Conference at a special rate of $129 Tuesday, 9/11 through Thursday, 9-13. A special rate of $219 is available for Friday, 9/14.
Reservations in the block at group rate are available until 8/20/18. After that time, the group rate will be offered based on hotel availability only.
Click here to reserve on line; https://book.passkey.com/go/SMISC8
For guests that prefer to phone in their reservations, call the Reservation Center at 866-317-1829. Be aware that a processing fee per reservation will be incurred if you choose not to use the dedicated weblink. Callers should refer to the Imaging Supplies Coalition Conference, or group code SMISC8.

CONFERENCE ATTIRE
To facilitate participation and information exchange at the conference, business casual dress is recommended.

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CONFERENCE EXHIBITORS:

u-nica

DeLaRue | Authentication Solutions

MEDIA SPONSORS:

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ACTIONABLE INTELLIGENCE  RT

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## 2018 Imaging Supplies Coalition Conference

### Wednesday
**September 12**

- 2:00 pm - 5:00 pm  
  SPONSOR/EXHIBITOR SETUP

- 6:30 pm - 8:30 pm  
  REGISTRATION AND RECEPTION

### Thursday
**September 13 Morning**

- 7:30 am - 8:30 am  
  REGISTRATION & BREAKFAST

- 8:30 am - 8:45 am  
  CONFERENCE OPENING
  Allen Westerfield, ISC President  
  Anti Trust Guidelines- Mark Schonfled, Partner Burns and Levinson- ISC Counsel

- 8:45 am - 9:30 am  
  WELCOMING REMARKS
  Alf Anderson, ISC Board Chairperson & Epson Contract Attorney

- 9:30 am - 10:00 am  
  KEYNOTE SPEECH
  The Ever Increasing Pace of Change  
  Giovanni Giusti, President, Doxense

- 10:00 am - 10:30 am  
  REFRESHMEN BREAK

- 10:30 am - 11:30 am  
  INDUSTRY UPDATE
  An in-Depth Review of the Business and Legal Environment- Charles Brewer, President and Founder, Actionable Intelligence

- 11:30 am - 12:15 pm  
  Sizing E-Commerce and 3rd Party Supplies on the Internet  
  John Shane, Director Supplies Research-Keypoint Intelligence

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>Thursday, September 13 Afternoon</td>
<td></td>
</tr>
<tr>
<td>12:15 pm - 1:15 pm</td>
<td>LUNCHEON</td>
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<tr>
<td>1:15 pm - 2:15 pm</td>
<td>HAS THE LAW KEPT PACE WITH TECHNOLOGY</td>
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<td></td>
<td>Panel Discussion- Mark Schonfeld Partner, Burns and Levinson, Moderator, Participants, TBA</td>
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<tr>
<td>2:15 pm - 3:00 pm</td>
<td>WHAT CONSTITUTES PERMISSIBLE REPAIR</td>
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<td></td>
<td>Michael P. Sandonato- Fitzpatrick, Cella, Harper &amp; Scinto</td>
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<td>3:00 pm - 3:30 pm</td>
<td>REFRESHMENT BREAK</td>
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<td></td>
<td>Technology /Service Exhibits</td>
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<tr>
<td>3:30 pm - 4:15 pm</td>
<td>EPSON CASE STUDY</td>
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<td>Alf Anderson, ISC Chairperson &amp; Epson Contract Attorney</td>
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<tr>
<td>4:15 pm - 5:00 pm</td>
<td>LEXMARK BRAZIL CASE STUDY</td>
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<td>Andrew Gardner, Lexmark WW Brand Protection Manager, Alexandre Carvalho, Lexmark International - Brazil</td>
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<tr>
<td>5:00 pm - 5:30 pm</td>
<td>HP, Inc. CASE STUDY</td>
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<td></td>
<td>Praveen Kallayil, HP Inc. WW Brand Protection Manager</td>
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<tr>
<td>6:45 pm - 8:30 pm</td>
<td>DINNER</td>
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<tr>
<td>Friday, September 14 Morning</td>
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<tr>
<td>7:30 am - 8:30 am</td>
<td>CONTINENTAL BREAKFAST</td>
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<tr>
<td></td>
<td>Technology /Service Exhibits</td>
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<tr>
<td>8:30 am - 9:30 am</td>
<td>THE CHANGING NATURE OF THE DARK WEB &amp; SOCIAL MEDIA</td>
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<td>Kristina Montanero Schrader, Anti-counterfeiting Team Leader, Adams and Reese, LLP; Jeff Vansteenkiste, Mgr. of Internet Investigations, KSL LLP</td>
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<tbody>
<tr>
<td>9:30 am - 10:15 am</td>
<td>The Use of Block Chain in IPR Protection</td>
<td>Peter F. McLaughlin, Partner, Burns and Levinson</td>
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<tr>
<td>10:15 am - 10:45 am</td>
<td>REFRESHMENT BREAK</td>
<td>Technology /Service Exhibits</td>
</tr>
<tr>
<td>10:45 am - 11:30 am</td>
<td>HOW CRYPTOGRAPHY PROTECTS IPR</td>
<td>Scott Best, Cryptography Research - Rambus</td>
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<tr>
<td>11:30 am - 12:15 pm</td>
<td>EUROPEAN CASE STUDIES</td>
<td>Dr. Constantin Rehaag, Partner, Dentons Europe LLP</td>
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<tr>
<td>12:15 pm - 12:30 pm</td>
<td>CONFERENCE WRAP UP</td>
<td>Allen Westerfield</td>
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<tr>
<td>12:30 pm - 1:30 pm</td>
<td>CLOSING LUNCH</td>
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