

WILLIAM MORGAN MANSFIELD

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EXPERIENCE

Director of Intellectual Property

April 2008 - Present

ABRO Industries, Inc.

South Bend, IN

ABRO Industries, Inc. is a small American business selling branded consumer products (tape, glue, etc.) throughout the developing world. As Director of Intellectual Property, I have full responsibility for all activities relating to intellectual property impacting the organization.

- Identify, investigate, and resolve all issues of illegal misuse of company's various intellectual property (including trademark, design patent, copyright, and trade dress).
- Advise company owner and key staff as to relevant legal and regulatory issues to both reduce risk and maximize opportunities both domestically and internationally.
- Identify, retain, develop, and manage a world-wide network of outside attorneys and investigators.
- Develop and maintain effective working relationships with government officials at all levels in numerous foreign jurisdictions.
- Supervise professional in-house staff and oversee annual multimillion-dollar budget.
- Assist as needed in drafting various legal documents, negotiating agreements between company and outside stakeholders, resolve export/import disputes between company and foreign governments.

Key Achievements

- Built an award-winning global brand protection program that has obtained millions of dollars in counterfeit product seizures, over 100 criminal arrests, and over a dozen criminal convictions of major counterfeiters.
- Grew trademark portfolio from 1,200 to over 2,000 registrations in over 175 nations.
- Organized and conducted training for a wide variety of government agencies such as police, customs, prosecutors, etc.
- Implemented comprehensive online brand protection system.
- Ensured full compliance of staff and outside vendors with the Foreign Corrupt Practices Act and other legal and ethical standards.
- Testified before both the U.S. House of Representatives Committee on Small Business and the U.S. International Trade Commission's Special 301 Committee on the subject of effective anticounterfeiting actions.
- Initiated, organized, and successfully executed a major multinational regional conference focusing on the IP protection issues surrounding China's One Belt / One Road initiative. The conference was attended by key decision makers from six nations and was hosted in conjunction with INTERPOL and key Chinese government agencies.
- With support of ABRO's company president, started the outside consulting practice Emergent IP Consulting, LLC to guide other American small and medium-sized enterprises through the complicated process of protecting their intellectual property internationally.

- Act as a thought leader on the subject of anticounterfeiting through over 40 professional speaking engagements, writing articles, being featured in various domestic and international news coverage, and volunteer work with key organizations.

General Counsel

May 1999 - April 2008

Continental Enterprises

Indianapolis, IN

Continental Enterprises is a third-party solution provider of trademark investigation and resolution services, primarily to large multinational brands such as Volkswagen of America, the estate of John Wayne, and Jack Daniels. I started as an undercover investigator, rose to Director of Enforcement, was promoted to Director of Investigations, and ultimately was appointed as General Counsel.

- As General Counsel I was responsible for all legal services work undertaken by the company as well as ensuring full compliance throughout the company with all applicable legal, ethical, and regulatory standards.
- As Director of Investigations I hired, trained, and managed ten undercover investigators in the identification and collection of the evidence of infringing activities against our clients.
- As Director of Enforcement I hired, trained, and directed a staff of five in the creation and resolution of cease and desist requests on the part of our clients.
- As an undercover investigator I researched various business endeavors and trade routes, identified and investigated suspect commercial activity, and gathered evidence of illicit actions.

Key Achievements

- Built one department from scratch (Enforcement) and rebuilt another department (Investigations). Took both from loss to profit in under a single year each.
- Designed and coordinated a major multinational sting operation and extradition action against a significant foreign-based counterfeiter that resulted in the arrest and imprisonment of the counterfeiter in a third country and the end of all counterfeiting activities by him against client. Case involved innovative use of existing U.S. state statutes and coordination of investigation and legal assets on three continents. This case was highlighted in a 2019 story on National Public Radio's Planet Money.
- Assisted in the development of a novel legal theory allowing the seizure and use of the right of publicity from O.J. Simpson in order to pay judgment owed by him to the Goldman family. Managed the relationship with the client (the Goldman family). Managed publicity for filing of the initial suit. Designed and managed the successful online campaign to force Regan Books to pull O.J. Simpson's book "If I Did It" from publication.

PROFESSIONAL AWARDS

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|---|------|
| World's Leading Corporate Trademark Professionals | 2020 |
| - World Trademark Review | |
| IP Team of the Year – Vehicles & Transportation | 2011 |
| - World Trademark Review | |

EDUCATION

Indiana University Master of Business Administration	August 2020
Indiana University Juris Doctor	May 2006
Purdue University Bachelor of Arts in Psychology - Graduated with honors	May 1998

PROFESSIONAL CREDENTIALS AND CERTIFICATIONS

Michigan State University's Center for Anti-Counterfeiting and Product Protection
Professional Certificate in Anti-Counterfeiting and Brand Protection

The Berkeley Center for Law and Technology
Certified in China Law, Trade, and IP

World Intellectual Property Organization
Certified in The Patent Cooperation Treaty

INTERPOL - International IP Crime Investigators College
Certified in Investigation of Transnational and Organized Intellectual Property Crime

Member, Indiana Bar
Attorney # 26159-49

MILITARY EXPERIENCE

US ARMY RESERVES <i>Military Intelligence Analyst</i> - Conducted classified information analysis - Held secret level clearance	1999 - 2000
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US ARMY <i>Single Channel Radio Operator</i> - Served as a paratrooper with the 18 th Airborne Corp - Stationed in Wanju, South Korea for 16 months where I served alongside Republic of Korea forces - Held secret level clearance	1992 - 1995
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GOVERNMENT TESTIMONY

United States International Trade Commission “Section 301 Investigation: China’s Acts, Policies, and Practices Related to Technology Transfer, Intellectual Property, and Innovation”	Washington, DC October 10, 2017
United States House of Representatives Committee on Small Business “The Impact of Intellectual Property on Entrepreneurship and Job Creation”	Washington, DC July 21, 2010

PROFESSIONAL PUBLICATIONS

The Brand Protection Professional “Counterfeiters – Super Villains or Just Crooked Competitors”	September 2020
International In-house Counsel Journal “Building a Global Brand Protection Program from Inside a Small Company”	Spring 2020

MEDIA COVERAGE

National Public Radio’s Planet Money Alisa Chang Episode 900: The Stolen Company	March 15, 2019
CCTV 13 China State Television Report on ABRO’s testimony before the U.S. 301 Investigation	March 30, 2018
Asia Times Christopher Scott “A sliver of praise for China’s IP protection at US trade hearing”	October 11, 2017
Bloomberg Agnel Phillip and Andrew Mayeda “Trump is warned his intellectual property probe risks a trade war with China”	October 10, 2017

TEACHING EXPERIENCE

Cleary University <i>Guest Lecturer</i> Taught section on child labor as part of a Legal Thinking course in the M.B.A. program.	Howell, MI Winter 2020 Fall 2019
Butler University <i>Guest Lecturer</i> Taught class session on adulterated, substandard, and counterfeit medicine in the global pharmaceutical supply chain as part of undergraduate course on logistics for the Pharmacology program.	Indianapolis, IN Spring 2020 Fall 2019 Fall 2018
Peking University <i>Guest Lecturer</i> Taught sections on the American legal and political systems in an undergraduate American Studies course for English-speaking native Chinese students.	Beijing, China Fall 2017
Georgetown University Law Center <i>Guest Lecturer</i> Taught pre-negotiation strategies as part of a Cross-Border Transactions course. Explored real world examples of overcoming complexity due to cultural differences in international transactions.	Washington, DC Fall 2014 Fall 2013
Indiana University / Purdue University at Indianapolis <i>Associate Professor</i> Designed and taught course on Sex Slavery and Human Trafficking.	Indianapolis, IN Fall 2010
Indiana University / Purdue University at Indianapolis <i>Guest Lecturer</i> Taught on the issue of modern sex slavery in course on Sexuality and Public Policy.	Indianapolis, IN Spring 2009

PROFESSIONAL AFFILIATIONS

Indiana State Bar Association
American Bar Association
International Trademark Association
Quality Brands Protection Committee (P.R.C.)

COMMITTEE MEMBERSHIPS

Quality Brands Protection Committee (P.R.C.)	2020-2022
- Vice Chair (Domestic and International Public Relations)	
International Trademark Association	
- Africa Global Advisory Council	2014 - 2019
- In-House Member Committee	2017-2019
- Political Action Committee, Board of Directors	
• Vice Chair	2016 - 2017
• Member	2013-2017
- Programs Committee	2014-2016
- Anti-Counterfeiting Committee	2010-2011
• Middle East, Africa and South Asia Subcommittee	
• West African working group	
- Emerging Issues Committee	2006-2007
• Indigenous Rights Subcommittee	
Indiana State Bar Association's American Citizenship Committee	2014-2016

PROFESSIONAL SPEAKING APPEARANCES

- MSU / A-CAPP A Brand's New World Virtual Summit Online
- Panel member "A Disrupted Supply Chain: How Does This Brand Protection in the Next Year?" July 22, 2020
- Virtual IP Summit Online
- Panel member "We protect our own: Building and protecting your brand. What are the key elements of brand protection?" July 8, 2020
- Auto IP Live USA Webinar Online
- Presentation "Building a Global Brand Protection Program from Inside a Small Company" June 11, 2020
- Certified Patent Valuation Analyst webinar Online
- Presentation "Enforcing IP Rights Around the World" April 3, 2020
- World IP Forum Taipei, Taiwan
- Panel member "Damages in Various Jurisdictions" November 8, 2019
- Automotive Legal & IP USA Summit Ann Arbor, MI
- Conference Co-Chair October 1, 2019
- Panel moderator "How IP strategy can help minimizing the exposure of OEMs and suppliers from IP litigation"
- Speaker "Fighting fakes in China and the developing world – It can be done"
- Michigan State University's Brand Protection Strategy Summit East Lansing, MI
- Panel member "Challenges & Opportunities for the Small and Medium Size Enterprises with Counterfeits" September 24, 2019
- Managing Trademark Assets Chicago, IL
- Panel member "Disruptive Strategies for Fighting Counterfeits" March 6, 2019
- American International Toy Fair New York, NY
- Co-Speaker "USPTO: Toys, Patents, and Trademarks: Protecting Your IP Rights in the US and Beyond" February 16, 2019
- National Association of Music Merchants Anaheim, CA
- Speaker "IP Roundtable: Global Intellectual Property Protection" January 26, 2019
- Panel member "IP Roundtable: IP for Beginners"

<p>IQPC's Global IP Exchange</p> <ul style="list-style-type: none"> - Speaker "Protecting IP in the Developing World, Focusing on MENA and Africa" - Speaker "IP Issues in China: How to Protect IP in Turbulent Times" 	<p>Atlanta, GA December 7, 2018</p>
<p>World IP Forum</p> <ul style="list-style-type: none"> - Panel member "The Rise of the Dragon – China, the Next IP Battleground" 	<p>New Delhi, India November 16, 2018</p>
<p>Forum on the Fight Against IPR Infringement and Counterfeiting</p> <ul style="list-style-type: none"> - Panel member "Mobilizing All Stakeholders, Creating Co-Governance by the Society" 	<p>Shanghai, China November 8, 2018</p>
<p>Michigan State University's Brand Protection Strategy Summit</p> <ul style="list-style-type: none"> - Panel member "The Total Business Solution and the Brand Protection Team" 	<p>East Lansing, MI October 2, 2018</p>
<p>Coatings Trends & Technologies</p> <ul style="list-style-type: none"> - Speaker "Enforcing IP Rights in China" 	<p>Rosemont, IL September 11, 2018</p>
<p>China Trademark Association Annual Meeting</p> <ul style="list-style-type: none"> - Speaker "A Decade of Experience and A View of the Future" 	<p>Tangshan, China September 3, 2018</p>
<p>American Bar Association Annual Meeting</p> <ul style="list-style-type: none"> - Panel member "IP Brinkmanship in the Current Global Environment" 	<p>Chicago, IL August 3, 2018</p>
<p>Michigan State University's World IP Day</p> <ul style="list-style-type: none"> - Panel member "Emerging Markets: Best Practices for IP Issues" 	<p>East Lansing, MI April 26, 2018</p>
<p>IQPC's Pharma Anti-Counterfeiting & Brand Protection Conference</p> <ul style="list-style-type: none"> - Moderator "China and India Discussion Roundtable" - Speaker "What are Drug Counterfeiters and Traffickers Thinking and How To Get Two Steps Ahead" 	<p>Philadelphia, PA March 28, 2018</p>
<p>Global IP Exchange - US</p> <ul style="list-style-type: none"> - Speaker "Brand Protection in the Developing World" - Closing keynote speech "Addressing the Challenges of IP Protection in Foreign Jurisdictions and Managing IP Through Global Expansion" 	<p>San Diego, CA December 7, 2017</p>

USPTO's China IP Road Show	Indianapolis, IN
- Moderator "Intellectual Property Enforcement in China"	October 18, 2017
- Panel member "Intellectual Property Protection in China: The Indiana Experience"	
USPTO's Intellectual Property Rights Border Enforcement Workshop for Pakistan	Washington DC
- Speaker "Working with Industry Partners"	August 10, 2017
IP Section of The Bar Association of the District of Columbia	Washington, DC
- Panel member "Combating Counterfeiting in 2017"	June 28, 2017
CONSERO Global IP Management Forum	Newport Beach, CA
- Panel member "A Year In Review: Current Decisions & Future Outlook"	June 13, 2017
INTERPOL Capacity Building on Combatting Illicit Goods	Manama, Bahrain
- Speaker "Lessons Learned After a Decade Fighting Fakes"	April 12, 2017
INTA's Building Africa With Brand Conference	Cape Town, South Africa
- Moderator and panel member "Industry Panel: Doing Business in Africa"	September 1, 2016
Regional Intellectual Property Crime Conference in Central Asia	Lianyungang, China
- Developed conference concept based on need to address IP issues along the New Silk Road economic corridor.	July 6-7, 2016
- Worked with INTERPOL and the Lianyungang Ministry of Public Security to produce a two-day conference with over 100 representatives from throughout central Asia.	
- Panel member "International Experience – How to Work in Partnership and Provide a Response to Transnational Organized Crime"	
INTA's Annual Meeting	Orlando, FL
- Panel member "Anti-Counterfeiting Strategies in Southeast Asia and Africa"	May 22-23, 2016
- Program developer and moderator "Fighting Fakes in Frontier Markets: Counterfeits Beyond the B.R.I.C.S."	
USPTO's "China IP Road Show"	Irvine, CA
- Panel member "Industry Speaks"	May 21, 2015
INTA's Annual Meeting	San Diego, CA
- Program developer and moderator "Fighting Fakes in Frontier Markets: Counterfeiting Beyond the B.R.I.C.S."	May 5, 2015

Venable LLP's Brand IP Seminar Series - Panel member	Washington, DC December 4, 2014
Indiana University's McKinney School of Law's IP Center - Featured speaker "Enforcing Trademark Rights in China and the Developing World"	Indianapolis, IN November 7, 2013
USPTO's "Protecting Your Intellectual Property in The Global Marketplace" - Panel member "Developing a Global Intellectual Property Strategy"	Detroit, MI September 20, 2013
USPTO's Global Intellectual Property Academy - Panel member "Industry Roundtable on Hot Issues"	Washington, DC August 7, 2013
CONSERO Brand Protection & Anti-Counterfeiting Forum - Panel moderator "Seeing Over the Horizon: What Is Trending in Emerging Markets?"	Scottsdale, AZ June 23, 2013
Managing Intellectual Property - IP in China - Panel member "Brand Protection in China: Recent Cases"	Chicago, IL May 2, 2013
INTA Trademark Practice Trends in India Forum - Panel member "Customs Recordal of Rights and Post-Clearance Audits"	Mumbai, India February 9, 2013
INTA Advanced Anti-Counterfeiting Strategies Forum - Panel member "Managing Resources and Planning for Global Anti-Counterfeiting and Brand Protection Programs" - Panel member "The Key to Successful Trademark Enforcement in China and Africa"	Istanbul, Turkey December 3-4, 2012
Anti-Counterfeiting Collaboration of Nigeria Roundtable - Panel member "Activities and Achievements in the Global Fight Against Counterfeiting and Piracy"	Lagos, Nigeria November 15, 2012
China/US IPR International Cooperation Forum - Speaker "ABRO's Successful Experience Fighting Counterfeits in China"	Washington, DC September 19, 2012
China/US IPR Roundtable - Panel member "American Business Experiences in China"	San Francisco, CA October 17, 2011

- 5th Anti-Counterfeiting & Brand Protection Conference New York, NY
September 28-29, 2010
- Panel moderator “Washington Insider Exclusive: What Can The Government Do For Your Brand?”
 - Panel member “From Gray Markets To Transparent Markets: Preventing Counterfeit Goods From Entering The Physical Supply Chain”
- CAS-IP Annual Meeting of the National Partners Washington, DC
June 15, 2010
- Panel member “Intellectual Property Issues in Branding And Marketing”
- International Anti-Counterfeiting Coalition’s 2010 Spring Conference Boston, MA
May 21, 2010
- Panel moderator “Global Updates: Key Regional Issues”
- Intellectual Property Rights Conference for Police and Prosecutors Sarajevo, Bosnia and Herzegovina
June 8, 2009
- Panel member “Hard Goods Counterfeiting – Industry Case Studies”
- U.S. Chamber of Commerce – IPR Transatlantic Collaboration Conference Washington, DC
April 28, 2009
- Panel member “Industry Responds To The Challenge”