



## Americas Conference – Fourth Quarter 2009

### Meeting Agenda Wednesday, October 21

Hosted by



10:00 -Noon	<b>AGMA Board of Directors Meeting</b>	
12:30	<b>REGISTRATION</b>	
1:00-1:05	<b>ANTI-TRUST POLICY REMINDER</b>	Joanne Cooke
1:05-1:15	<b>WELCOME and INTRODUCTIONS</b>	Lorne Morris, Director of Compliance Juniper Networks
1:15-2:00	Managing Emerging Risk in a Global Market	Mitch Gaynor, Senior Vice President and General Counsel Juniper Networks
2:00-2:45	Managing Brand Integrity for Strategic Value	Richard Post, Partner Lisa Spivey, Partner Global Brand Integrity
2:45	<b>BREAK</b>	
3:00-3:45	Dusts to Combat Distribution of Counterfeit Products	Paul Stoney, Managing Director Stoney Forensic
3:45-4:30	Service Abuse Overview – What & How with Case Studies	Jeff Bonham, Senior Manager, Service Abuse Investigations - CA Business Controls Cisco Systems
4:30-5:00	Public Policy Update	Brad Minnis, Government Affairs Committee Member Alliance for Gray Market and Counterfeit Abatement <b>and</b> Andrew Howell, Partner Monument Policy Group
6:30	<b>MEMBERS' DINNER</b>	



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### Meeting Agenda Thursday, October 22

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8:00-8:30	<b>BREAKFAST</b>	
8:30	<b>ANTI-TRUST POLICY REMINDER</b>	Joanne Cooke
8:35-9:15	Turning Software Piracy into Profit	Marc Brandon, Director, Brand Protection Symantec
9:15-9:45	Avoid Counterfeit by Avoiding the Grey Markets: Protecting Brands & Supply Chains Through Better Market Design	John Brown Vice President Marketing & Strategy; Co-Founder <b>and</b> Chris Cookson, Vice President Operations & Supply Chain Verical, Inc.
9:45-10:15	FE EUV in Action	Marla Briscoe, Brand Protection Americas Manager Hewlett-Packard
10:15	<b>BREAK</b>	
10:30-11:15	Strategies for Combating Gray Market	Aaron H. Stanton, Partner Burke, Warren, MacKay & Serritella, PC (Counsel for Hyundai Construction Equipment U.S.A.)
11:15-11:45	Capabilities and Case Study	Richard Bergner, Senior Director North America PICA Corporation
11:45	Closing Statements	Ram Manchi, President AGMA
11:50	<b>LUNCH</b>	
12:15-12:45	<b>TOURS</b>	Juniper's Executive Briefing Center and Demo Lab!