Innovation for All
Business Action to Stop Counterfeiting and Piracy (BASCAP)

The U.S. National IPR Center’s anti-counterfeiting efforts during & after COVID-19

Free webinar on Wednesday 10 June 2020

Speakers’ bios

Steve K. Francis
Assistant Director, HSI Global Trade Investigations Division
Director, National IPR Coordination Center

Mr. Steve Francis is the Assistant Director for Global Trade Investigations Division with Homeland Security Investigations (HSI) and the Director of the National Intellectual Property Rights Coordination Center. In this position, he is responsible for the oversight of HSI’s national programs related to trade enforcement, intellectual property, and counter proliferation. Prior to this assignment, from August 2017 through May 2019, Mr. Francis served as the Special Agent in Charge (SAC) for HSI Detroit with an area of responsibility that included the states of Michigan and Ohio. In this position, Mr. Francis was responsible for overseeing more than 220 law enforcement agents, intelligence analysts and professional administrative staff throughout Michigan and Ohio. The law enforcement personnel were charged with investigating over 400 violations of U.S. laws in furtherance of promoting Homeland Security, Public Safety and Border Security.

Preceding his appointment, Mr. Francis served in several critical managerial positions. As the Deputy SAC, Mr. Francis was responsible for managing and directing all investigative operations within Michigan and Ohio. As the Assistant SAC, Mr. Francis was the administrative overseer of HSI Detroit’s Certified Undercover Operation and maintained operational oversight of four criminal investigative groups comprised of law enforcement officers from local, state, federal and foreign task force officers.

Mr. Francis holds a bachelor’s degree at Michigan State University.
Lora Moffatt
Head of Intellectual Property, Chanel, Inc.

Lora has practiced law for over 20 years in the Intellectual Property field, focusing primarily on brand protection.

Lora is the Head of Intellectual Property for Chanel, Inc. She oversees all facets of intellectual property issues for Chanel in the United States. Lora and her team fight against infringements and counterfeits, negotiate licenses, clear and prosecute trademarks, patents and copyrights. In addition, Lora also advises on general legal issues.

Prior to joining Chanel, Inc., Lora was a Director, Senior Intellectual Property and Marketing Counsel for Hudson's Bay Company. While at Hudson's Bay, Lora handled all intellectual property issues for HBC's retail doors, including Saks, Saks off Fifth, Lord & Taylors, Hudson’s Bay and Gilt. In addition, she managed a team responsible for all marketing and advertising contracts, including sponsorships, promotions, affiliate marketing, charity, back-office software support, events, influencers and celebrities and music.

Before HBC, Lora was in private practice where she built an extensive intellectual property practice. She focused on global brand protection, enforcement and licensing in a variety of sectors, including luxury goods, retail, fashion, beauty, consumer products, multimedia, computer hardware and software, and financial services. As a partner, she was the co-chair of the Intellectual Property Group at a top tier global law firm as well as a member of the partner Global Compensation Committee.

Lora is involved in the IP community. She is an active member of INTA, where she is currently a member of the In-House Practitioner Committee. Her past committee appointments include Emerging Issues, Law Firm and Programming, where she was appointed as the Co-Chair of the 2003 Leadership Meeting. She most recently presented at the 2019 Annual Meeting in Boston on Mediation Tactics. In addition to INTA, she has been involved with FICPI, ABA and NYIPLA.

Patricia A. Rossiter
Supervisory Special Agent, Unit Chief (UC), Federal Bureau of Investigation's Intellectual Property Rights (IPR) Unit

Supervisory Special Agent Patricia Rossiter is the Unit Chief (UC) for the Federal Bureau of Investigation's Intellectual Property Rights (IPR) Unit, which is co-located with the National Intellectual Property Rights Coordination Center. In this position, she provides strategic direction and oversight for FBI's IPR program which includes theft of trade secrets, trademark and copyright infringement, and counterfeit goods impacting health and safety.

Prior to her current assignment, SSA UC Rossiter was assigned to Detroit Field Office; FBI's Legal Attaché Office in Brussels, Belgium, with an area of responsibility including Belgium, Luxembourg, NATO, and the US Mission to the European Union; and FBI Headquarters’
Directorate of Intelligence and Criminal Investigative Division. During her career SSA UC Rossiter has led investigations for, and contributed to, several FBI programs including criminal, cyber, counterintelligence, counterterrorism, and intelligence.

SSA UC Rossiter earned a Master of Business Administration degree from Washington University in St. Louis, located in Missouri and a Bachelor of Arts degree from the University of Michigan. Prior to joining the FBI, she worked in the Information Technology Division of a brokerage firm.

Susan S. Thomas
Assistant Director, Trade Enforcement
National Targeting Center - Cargo Division
Office of Field Operations

Ms. Susan Thomas serves as the Assistant Director, Trade Enforcement at the National Targeting Center – Cargo Division in the Office of Field Operations. In this role, Ms. Thomas oversees the Tactical Trade Targeting Unit, the Integrated Trade Targeting Network, the Illicit Cultural Property Unit and the Cargo Analysis Targeting Unit. These units conduct tactical targeting of trade violations, provide analytic support to internal and external stakeholders and oversee the risk-based targeting systems that identify high-risk cargo while facilitating legitimate trade.

Ms. Thomas previously served as the Director, Trade Operations Division in the Cargo and Conveyance Security Directorate in the Office of Field Operations. In this position, Ms. Thomas significantly progressed the Centers of Excellence and Expertise into operational entities, by permanently transitioning post-release trade functions and trade personnel. Ms. Thomas directed a team that established a permanent management structure and transitioned import and entry specialists. In addition, the Code of Federal Regulations were updated to provide Center Directors authority for trade processing and the legal framework for account based processing. Ms. Thomas evolved the trade mission by working with internal and external stakeholders to advance the Agency’s enforcement and facilitative efforts. Ms. Thomas developed guidance to ensure uniformity, consistency and predictability in the trade environment.

Previously Ms. Thomas was the Assistant Director-Trade Operations in the Baltimore Field Office. In this capacity, she was responsible for all aspects of trade and agriculture operations in Delaware, Maryland, Pennsylvania, southern New Jersey, and Virginia. She led a results-oriented team that identified efficiencies to facilitate the movement of legitimate cargo and identified areas for increased enforcement activities.

In 2012, Ms. Thomas served as the Assistant Port Director, Trade Operations at the Port of Baltimore. In this position, she concentrated on CBP’s trade and agriculture mission – enforcing hundreds of laws and regulations that protect America’s economy and ecosystem as well as the health and safety of American public. The Port of Baltimore ranked number one in imports of automobiles and roll-on and roll-off cargo. During her tenure, Ms. Thomas was also
the Acting Port Director for the Port of Baltimore. Under her direction, Ms. Thomas ensured facilitation of legitimate cargo and passengers while port personnel focused their efforts on high-risk cargo and travelers.

From 2007 – 2012, Ms. Thomas served as the Chief, Antidumping/Countervailing Duty & Revenue Operations Branch in the Office of Field Operations. She was responsible for managing Field Operations trade resources, collaborating with the Office of International Trade on trade policy matters and trade enforcement initiatives, evaluating impacts of trade related activities and monitoring the effectiveness and uniformity of trade operations in support the Agency’s trade mission.

From 2000 to 2007, Ms. Thomas was a Field Operation Specialist and an Import Specialist with the Textile/Apparel Policy and Programs Division, within the Office of Field Operations and the Office of International Trade. Ms. Thomas was responsible for developing policy and procedures to ensure compliance with laws and regulations related to the importation of textiles and wearing apparel. Ms. Thomas extensively worked with foreign Customs officials to develop strategies and processes to maximize compliance with Free Trade Agreements and Preferential Trade Legislation. She received a Commissioner’s Award with other CBP personnel for her work on the Textile Production Verification Teams.

In 1995, Ms. Thomas began her career with the U.S. Customs Service as an Import Specialist in the Port of Philadelphia. Ms. Thomas was born and raised in the Lehigh Valley area of Pennsylvania. She received her bachelor of arts from LaSalle University in Philadelphia with a degree in Mathematics. Upon graduation, she spent a few years in computer programming and helpdesk industries before joining U.S. Customs.

Moderator

**Michael Ellis**
CEO and Founder, Ellis and Associates Ltd
Consultant, BASCAP, International Chamber of Commerce

Michael is widely recognized as an expert on International illicit trade, including IP theft and Trade mark infringement and is the CEO and founder of Ellis and Associates (Global) Ltd.

He has written and presented extensively on the subject and now acts as an International Advisor on Illicit Trade, where he helps initiatives to raise awareness to the influences brought by the involvement of organized crime.

He has over 40 years’ experience in enforcement in both the public and private sector, coming from an operational police back ground, he was formally a Detective with Scotland Yard in London, and has since been engaged in Global illicit trade enforcement, investigations, capacity building and training efforts.
He also has wide experience in providing private sector companies with risk assessments, intellectual property reviews and advising on potential solutions and remedies. He is also the former Assistant Director of Police Services at INTERPOL, and was the Head of the INTERPOL Traffic in Illicit Goods and Counterfeit program. During this period, his core responsibilities were to manage and coordinate INTERPOL's global strategy to fight against illicit trade and counterfeiting infringement, and was leading the police organizations' international efforts in this area.

He is a Fellow of Michigan State University A-CAPP Centre, which is a Global center of excellence, where he provides support in providing a comprehensive portfolio of research projects and outreach activities aimed at providing industry and governmental partners evidence-based lessons for preventing and responding to product counterfeiting, IP protection and brand protection issues.

He is also a consultant to the International Chamber of Commerce, as part of BASCAP where he acts to coordinate activities related to maritime movement of goods and partnerships with the private sector.

He is Senior Advisor to the Swiss based ‘Cross-border Research Association’, CBRA, which is an independent research institute which advises the EU Commission, on advanced supply chain security, crime prevention, risk management, coordinated border management, and public-private co-operation research, training and consulting in the context of global supply chains and logistics systems.

Michael has a Master’s degree in Social Science, where he specifically researched the extensive links between organized crime illicit trade and counterfeiting.