



PROFESSIONAL CERTIFICATE IN FOUNDATIONS OF BRAND PROTECTION COURSES

300
SERIES

The 300 series courses are live, facilitated workshops based on the A-CAPP Center's 18 self-guided online courses that make up the Foundations of Brand Protection Professional Certificate. These workshops break the curriculum into focused topic areas and offer an experiential learning format designed to deepen understanding through interaction, collaboration, and applied practice.

COURSES 312 & 313 INVESTIGATION AND ENFORCEMENT FOR IP CRIME AND BRAND PROTECTION

Goals

Equip learners with a comprehensive understanding of how law enforcement agencies investigate illicit trade and intellectual property crimes, and how brands can effectively collaborate in these efforts. It covers the processes behind criminal investigations, including referrals, evidence sharing, and joint enforcement actions, while also guiding participants through brand-led investigations. Learners will gain practical skills in developing investigation plans, applying industry best practices, and producing clear, actionable reports that support enforcement and protect brand integrity.

Learning Objectives

- Understand the roles and responsibilities of national and international law enforcement agencies.
- Identify key phases of law enforcement investigations, including intelligence gathering, case development, and enforcement.
- Learn how to report suspected criminal activity through appropriate channels.
- Explore best practices for building compelling cases and collaborating with prosecutors.
- Recognize the complexities of cross-border investigations and joint enforcement efforts.
- Analyze real-world examples of enforcement actions and agency involvement.
- Understand how brand-led investigations differ from law enforcement-led ones.
- Learn how to initiate and structure an investigation.
- Explore best practices for evidence collection and reporting.
- Review key components of case management and closure.

Interactive Components

- Learner Polling: Quick learner check-ins to gauge experience with brand-led investigations.
- Tip Evaluation: Participants assess real-world tips to decide whether to open a case or archive.
- Breakout Brainstorming: Teams develop overt and covert tactics for sample cases.
- Walkthrough & Annotation: Learners interact with a sample investigative reports and identify key sections.
- Decision-Making Scenarios: Learners vote on post-report actions and discuss strategic responses.
- Downloadable Templates: Participants receive practical tools like report templates, chain of custody forms, and tip checklists.
- Agency Match-Up: Match agencies to their jurisdiction and enforcement role.
- Scenario Discussion: Identify appropriate reporting pathways for sample cases.
- Timeline Exercise: Arrange investigation and enforcement steps in correct order.
- Case Matching: Match real-world examples to the correct agencies involved.
- Discussion Prompt: Explore what makes joint investigations successful.
- Q&A and Expert Insights: Live discussion with the instructor to clarify concepts and share best practices.

