

WILLIAM MORGAN MANSFIELD

5325 E. 82nd St., #226

Indianapolis, IN 46250

william@emergent-ip-consulting.com

Phone: (317) 983-3991

WeChat ID: WilliamMansfield71

PROFESSIONAL EXPERIENCE

Emergent IP Consulting, LLC

Indianapolis, IN

Owner

2017 – Present

Advise and assist brand owners in the protection of their intellectual property in both China and emerging markets around the world.

ABRO Industries, Inc.

South Bend, IN

Director of Intellectual Property

2007 - Present

Built a world class anti-counterfeiting program.

Expanded trademark registrations to more than 2,000 registrations in over 170 nations. Managed worldwide network of outside legal counsel and investigators. Organized and conducted training for a wide variety of government agencies such as police, customs, prosecutors, etc. Organized hundreds of seizure actions across the globe. Assisted with the arrest, prosecution, and sentencing of dozens of key counterfeiters.

Traveled to 56 foreign countries.

Built and ran an anti-counterfeiting program component aimed at illegal manufacturers in China that resulted in 92 administrative and criminal raids, seizure of over two million counterfeit items, and 8 criminal convictions resulting in 14 years total incarceration.

ABRO received the 2011 World Trademark Review magazine award for Vehicles & Transport Team of the Year.

ABRO's enforcement program was featured in the U.S. Chamber of Commerce's 2009 Intellectual Property Protection and Enforcement Manual to highlight best practices in fighting IP theft.

Prepared legal agreements between the company and vendors/distributors.

Resolved export / import disputes with foreign government agencies.

Drafted and revised distribution contracts with various outside companies.

Conceived of, organized, and implemented a major international conference focusing upon the IP protection issues surrounding the One Belt / One Road initiative which seeks to link China and Europe in trade through expanded Central Asian transit corridors. The conference was conducted in coordination with INTERPOL as well as key Chinese government agencies.

Continental Enterprises

Indianapolis, IN

General Counsel

2006 - 2008

Directed all legal work within the company. Hired, trained, and managed multiple attorneys and paralegals. Advised company owner on a wide variety of business legal issues.

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 state statutes and coordination of investigation and legal assets on three continents.

Assisted in the development of the novel legal theory allowing the seizure and use of the right of publicity from O.J. Simpson in order to pay judgement 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.

Director of Investigations 2005 - 2006

Rebuilt department from the ground up. Hired and trained numerous investigators. Directed investigations of suspected counterfeiters. Worked with clients to determine appropriate programs in order to address their needs and concerns.

Director of Enforcement 2000 - 2005

Built new department of the company to handle the preparation, distribution, and resolution of cease and desist letters issued against counterfeiters. Negotiated and managed the negotiation by employees of settlements involving both surrender of counterfeit items and payment of damages. Worked with clients to determine appropriate programs in order to address their needs and concerns.

Investigator 1999 - 2000

Conducted undercover investigations into parties suspected of producing and/or selling unlicensed and counterfeit products violating our client's intellectual property rights. Prepared investigation reports. Suggested follow up actions to clients.

EDUCATION

Indiana University's Kelley School of Business Bloomington, IN
Candidate for Master of Business Administration In Progress

Indiana University's McKinney School of Law Indianapolis, IN
Juris Doctor May 2006

Purdue University Indianapolis, IN
Bachelor of Arts in Psychology May 1998
Graduated with Honors

GOVERNMENT TESTIMONY

United States 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

TEACHING EXPERIENCE

Butler University

Guest Lecturer

Taught class session on adulterated, substandard, and counterfeit medicine in the global pharmaceutical supply chain as part of undergraduate course on logistics for pharmaceutical degree program.

Indianapolis, IN
Fall, 2018

Peking University

Guest Lecturer

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 Law School

Guest Lecturer

Pre-Negotiation Strategies for 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

Associate Professor

Sex Slavery and Human Trafficking course
Designed and taught course
Comprehensive overview of the issue of modern slavery/human trafficking

Indianapolis, IN
Fall, 2010

Indiana University / Purdue University at Indianapolis

Guest Lecturer

Sexuality and Public Policy course
Lectured on the issue of modern sex slavery

Indianapolis, IN
Spring, 2009

MILITARY EXPERIENCE

U.S. Army Reserve <i>Military Intelligence Analyst</i> Conducted classified informational analysis Held secret level clearance	1999 - 2000
U.S. Army <i>Single Channel Radio Operator</i> Served as a paratrooper with the 18 th Airborne Corp. Served with U.S. and R.O.K. forces in South Korea Held secret level clearance	1992 - 1995

PROFESSIONAL AFFILIATIONS

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

COMMITTEE MEMBERSHIPS

International Trademark Association	
- In-House Member Committee	2017-Present
- Africa Global Advisory Council	2014-Present
- Political Action Committee, Board of Directors	
• Member	2013-2017
• Vice Chair	2016-2017
- 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

- Managing Trademark Assets
- Panel member “Disruptive Strategies for Fighting Counterfeits”
Chicago, IL
March 6, 2019
- American International Toy Fair*
- Co-Speaker “USPTO: Toys, Patents, and Trademarks: Protecting Your IP Rights in the US and Beyond”
New York, NY
February 16, 2019
- National Association of Music Merchants*
- Speaker “IP Roundtable: Global Intellectual Property Protection”
- Panel member “IP Roundtable: IP for Beginners”
Anaheim, CA
January 26, 2019
- IQPC’s Global IP Exchange*
- Speaker “Protecting IP in the Developing World, Focusing on MENA and Africa”
- Speaker “IP Issues in China: How to Protect IP in Turbulent Times”
Atlanta, GA
December 7, 2018
- World IP Forum*
- Panel member “The Rise of the Dragon – China, the Next IP Battleground”
New Delhi, India
November 16, 2018
- Forum on the Fight Against IPR Infringement and Counterfeiting*
- Panel member “Mobilizing All Stakeholders, Creating Co-Governance by the Society”
Shanghai, China
November 8, 2018
- Michigan State University’s Brand Protection Strategy Summit*
- Panel member “The Total Business Solution and the Brand Protection Team”
East Lansing, MI
October 2, 2018
- Coatings Trends & Technologies*
- Speaker “Enforcing IP Rights in China”
Rosemont, IL
September 11, 2018
- China Trademark Association Annual Meeting*
- Speaker “A Decade of Experience and A View of the Future”
Tangshan, China
September 3, 2018
- American Bar Association Annual Meeting*
- Panel member “IP Brinkmanship in the Current Global Environment”
Chicago, IL
August 3, 2018
- Michigan State University’s World IP Day*
- Panel member “Emerging Markets: Best Practices for IP Issues”
East Lansing, MI
April 26, 2018

- IQPC's Pharma Anti-Counterfeiting & Brand Protection Conference* Philadelphia, PA
 - Moderator "China and India Discussion Roundtable" March 28, 2018
 - Speaker "What are Drug Counterfeiters and Traffickers Thinking and How To Get Two Steps Ahead"
- Global IP Exchange - US* San Diego, CA
 - Speaker "Brand Protection in the Developing World" December 7, 2017
 - Closing keynote speech "Addressing the Challenges of IP Protection in Foreign Jurisdictions and Managing IP Through Global Expansion"
- 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
- International Trademark Association's Building Africa With Brands 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"

- International Trademark Association'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."
- United States Patent and Trademark Office's "China IP Road Show"* Irvine, CA
 - Panel member "Industry Speaks" May 21, 2015
- International Trademark Association'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* Washington, DC
 - Panel member December 4, 2014
- Indiana University's McKinney School of Law's IP Center* Indianapolis, IN
 - Featured speaker "Enforcing Trademark Rights in China and the Developing World" November 7, 2013
- USPTO's "Protecting Your Intellectual Property in The Global Marketplace"* Detroit, MI
 - Panel member "Developing a Global Intellectual Property Strategy" September 20, 2013
- USPTO's Global Intellectual Property Academy* Washington, DC
 - Panel member "Industry Roundtable on Hot Issues" August 7, 2013
- CONSERO Brand Protection & Anti-Counterfeiting Forum* Scottsdale, AZ
 - Panel moderator "Seeing Over the Horizon: What Is Trending in Emerging Markets?" June 23, 2013
- Managing Intellectual Property - IP in China* Chicago, IL
 - Panel member "Brand Protection in China: Recent Cases" May 2, 2013
- INTA Trademark Practice Trends in India Forum* Mumbai, India
 - Panel member "Customs Recordal of Rights and Post-Clearance Audits" February 9, 2013
- INTA Advanced Anti-Counterfeiting Strategies Forum* Istanbul, Turkey
 - Panel member "Managing Resources and Planning for Global Anti-Counterfeiting and Brand Protection Programs" December 3-4, 2012
 - Panel member "The Key to Successful Trademark Enforcement in China and Africa"

- Anti-Counterfeiting Collaboration of Nigeria Roundtable* Lagos, Nigeria
November 15, 2012
- Panel member “Activities and Achievements in the Global Fight Against Counterfeiting and Piracy”
- China/US IPR International Cooperation Forum* Washington, DC
September 19, 2012
- Speaker “ABRO’s Successful Experience Fighting Counterfeits in China”
- China/US IPR Roundtable* San Francisco, CA
October 17, 2011
- Panel member “American Business Experiences in China”
- 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”