



# PHARMA

## ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY

Dec 2-3, 2026

DoubleTree by Hilton Washington Dulles Airport, USA

Pharma Focused

COLOCATED



# BRAND & IP PROTECTION

## SUMMIT

### 2026

Dec 2, 2026

DoubleTree by Hilton Washington Dulles Airport, USA

Across Industries



Protect Brand  
& IP Integrity



Combat  
Counterfeiting



Enable End-to-end  
Traceability



Secure Global  
Supply Chains



Advance  
Compliance & Trust

PRESENTED BY



## Co-located Conference Overview

#Vipasscs

Welcome to the 2026 Collocated Summit Series in Washington DC. This year, we co-locate the 18th Pharma Anti-Counterfeiting, Serialization & Supply Chain Security Conference and Brand & IP Protection Summit to address overlapping global challenges. Our dual tracks enable seamless movement between cross-industry IP strategy sessions and deeply specialized pharmaceutical security presentations, offering unparalleled insight, cross-sector collaboration, and high-impact networking opportunities. I wish and pray that all our efforts will be beneficial to our industries and to our all at large.

### TRACK - A

#### PHARMA ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY

##### Industries Include

Pharmaceuticals, Healthcare, Biotech, Information Technology, Government

##### The Rising Threat of Counterfeit Pharmaceuticals / Secure your Supply Chain

Counterfeit medicines, increasingly complex supply chains, evolving regulations, and the need for end-to-end product visibility continue to challenge the pharmaceutical industry. Protecting product authenticity, ensuring supply chain resilience, and maintaining patient safety have become strategic priorities across the global healthcare ecosystem. This conference brings together pharmaceutical manufacturers, regulators, technology providers, and supply chain leaders to

##### Key Themes Discussed



Serialization & Track & Trace



Anti-Counterfeiting Strategies

### TRACK - B

#### BRAND & IP PROTECTION

##### Industries Include

Pharmaceuticals & Healthcare, Retail & E-Commerce, Luxury Goods, Consumer Products, Media & Entertainment, Automotive, Government, Food & Beverage, Logistics, Manufacturing, Oil & Gas, Utilities, Banking & Insurance, Information Technology, Personal Care.

##### Securing Assets, Silencing Threats: The Next-Gen Defence for Brands & IP

As digital commerce, global supply chains, and innovation continue to evolve, protecting brand reputation and intellectual property has become more important—and more challenging—than ever before. Counterfeiting, online infringement, digital

##### Why This Matters



##### Trillions at Risk

Counterfeiting and IP theft drive massive global losses.



##### 3%+ Global Trade

Counterfeit goods impact over 3% of global trade.

#Vipasscs



**Supply Chain Resilience**



**Manufacturing 4.0**



**Packaging & Cold Chain Security**



**AI, Digitalization & Emerging Technologies**



**Regulatory Compliance**

Through keynote presentations, case studies, panel discussions, and networking, delegates will gain practical insights, share best practices, and discover innovative solutions to strengthen pharmaceutical supply chains, improve compliance, and enhance



## Digital Protection

AI, blockchain, and authentication are reshaping brand security.



## Trust Matters

Consumers demand genuine, secure, and trusted products.

Bringing together legal experts, brand owners, technology innovators, regulators, and industry leaders, this summit explores practical strategies, emerging technologies, and collaborative approaches to protecting brands in an increasingly complex

## Why Attend?



**GAIN ACTIONABLE  
INSIGHTS**



**NETWORK WITH  
INDUSTRY LEADERS**



**DISCOVER CUTTING-EDGE  
TECHNOLOGIES**



**HEAR FROM THE  
BEST FROM INDUSTRY**



**STAY AHEAD OF  
REGULATIONS**

## CONFERENCE HIGHLIGHTS



### KEYNOTES

Hear strategic insights from



### PANEL DISCUSSIONS

Explore real-world challenges and



### CASE STUDY SESSIONS

Learn practical strategies from



### NETWORKING

Build valuable industry connections.

#VIpascscs

FEATURED SPEAKERS



**Justin Mcelfresh**

A/Group Supervisor,  
Special Agent

**Drug Enforcement  
Administration**



**James Hart**

**Drug Enforcement  
Administration**



**Anthony Orosz**

Asst. Director Of Industry  
Outreach & Collaboration

**U.S. Customs &  
Border Protection**



**Leyla Rahjou  
-Esfandiary**

Branch Chief, Center for  
Drug Evaluation  
& Research

**FDA**



**Margaret Turchinski**

Attorney Advisor

**U.S. Customs &  
Border Protection**



**Coke Morgan  
Stewart**

Former Deputy  
Director

**USPTO**



**Jeff Collins**

Associate Director,  
Global Product  
Protection

**Abbvie**



**Matthew Fenselau**

Chief Licensing Officer  
& General Counsel

**Nanoramic  
Laboratories**



**Paule Belony**

Director, Packaging  
Product Security &  
Traceability

**AstraZeneca**



**Kelly A. Belnick**

Associate VP,  
Assistant General Counsel  
Regulatory Legal

**Eli Lilly**



**Colin Sandercock**

Vice President &  
General Counsel

**Cue Biopharma**



**Sriman Banerjee**

Former Executive Director &  
Head Of Packaging  
Development, Diagnostics  
& Software Devices

**Takeda**



**Mahfuza Ahmedin**

Director,  
Packaging Tech  
Transfer & Validation

**AstraZeneca**



**Kim Robin Jessum**

VP Legal/Global  
Legal Business  
Partner

**Heraeus Medical  
Components**



**Chirag Shah**

Director Of Supply Chain  
Security

**Sanofi**



**Sumit Arora**

Staff Technical  
Program Manager

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**Tesla**



**Asmita Khanolkar**

Senior Director

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**SMC Pharma**



**Brittany Handzo**

Senior Scientist,  
Forensics & Innovative  
Technologies

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**Bristol-myers Squibb**



**Manish Garg**

Associate Director Of  
Information Technology

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**Hikma  
Pharmaceuticals**



**Peter Colosi**

Anti-Counterfeiting /  
Global Product Security

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**Gilead Sciences**



**William Mansfield**

Director Of Intellectual  
Property

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**ABRO Industries**



**Manish Shashi**

Clinical Supply  
Chain Leader

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**Merck**



**Ulrich Mayeski**

Director Of Community  
Engagement, Healthcare

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**GSI US**



**Mary Penn**

Managing Associate  
General Counsel  
IP Law & Policy Group

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**Verizon**



**Odi Ikpe**

Head of Supply Chain

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**Elite Prep Center**



**Nancy Fingerhut**

VP, Quality Assurance &  
Regulatory Affairs

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**Revelation Pharma**



**Christopher Darling**

Director of Business  
Development

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**SICPA**



**Charlie Cichon**

Executive Director

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**NADDI**



**Chanel Briggins**

Senior Counsel

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**Authentic Brands  
Group**



**Jennifer Buchanan**

Senior Managing Counsel

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**Oracle**



**Caroline Pinkston**

Senior Counsel,  
IP Transactions

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**HP**



**Suvendu Mohanty**

Founder,  
(Former Senior ML Engineer  
Amazon)

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**Stealth Startup**



**Vaishali Kothari**

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**Expert Regulatory  
Affairs Consultant**



**Michal Nowina  
Konopka**

Strategic Advisor  
(Former US Supply  
Chain Director  
at Kedrion Biopharma)

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**NK Strategic Partners**



**Libby Burstein**

Partner, (Senior Advisor,  
ASOP Global)

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**Faegre Drinker**



**Mark Karhoff**

Principal Consultant,  
SCM, Life Sciences,  
Serialization

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**Ten Count  
Consulting**



**Stephen Framil**

CEO

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**A!ly**



**ANGELINE MARTYN**

Chief Brand &  
Partnership Officer

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**Museum for the  
United Nations -  
UN Live**



**Michael Stepanovic**

Assistant Professor

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**UNC Eshelman**



**Jason Alan Snyder**

Co-founder

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**Artists & Robots**

*Plus more joining soon*

**OUR PARTNERS**

**THOUGHT LEADER**



## TRACK - A

Day 1: 02 December 2026

### PHARMA ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY



09:00 – Chairperson's Opening Remarks

**MARK KARHOFF**

Ten Count Consulting



#### TACKLING COUNTERFEIT DRUGS

09:10 – Securing the Pharmaceutical Supply Chain: Pill Press Equipment, Excipients & Evolving Regulatory Controls

Examining transportation trends, legitimate uses, diversion risks and the regulatory landscape surrounding pill press machines and pharmaceutical excipients, with a look at future compliance

**JUSTIN McELFRESH**

Drug Enforcement Administration (DEA)

**JAMES HART**

Drug Enforcement Administration (DEA)



#### DETECTION / AUTHENTICATION

09:50 – Advanced Analytical Technologies for the Detection & Authentication of Counterfeit Drug Products

- This presentation will describe the roles and responsibilities of the BMS forensics laboratory in combating the global counterfeiting issue.

## TRACK - B

Day 1: 02 December 2026

### BRAND & IP PROTECTION



09:00 – Chairperson's Opening Remarks



#### IP PROTECTION

09:10 – International Harmonization of Pharmaceutical IP Protection: U.S. Leadership, Global Alignment & Future Opportunities

- The evolving global landscape of pharmaceutical IP protection.
- Key strengths of the U.S. IP system and lessons for other countries.
- Opportunities for the U.S. to further strengthen innovation and access.
- Advancing global harmonization through collaboration and balanced IP policies.

**COKE MORGAN STEWART**

USPTO (United States Patent & Trademark Office) (Former)



#### BRAND PROTECTION

09:50 – Keynote Panel Discussion: Brand Protection Strategies for Tomorrow – Emerging Markets, Evolving Threats, Breaking Barriers, Building Trust

- Real 'suspect product' investigations submitted to BMS will be highlighted, including a variety of counterfeit products.
- Analytical techniques will be showcased, including microscopy, spectroscopy, elemental, and chromatographic analyses.
- Portable technologies are also utilized to detect potential counterfeits in the field.

**BRITTANY HANDZO**  
Bristol-Myers Squibb



## 10:20 – Topic TBC

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[info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)



## 10:50 – Afternoon Coffee & Tea Networking Break



## CHALLENGES & OPPORTUNITIES

**11:20 – Keynote Panel Discussion: The War Against Counterfeit Medicines: Strategies, Technology, Innovation, Enforcement & Global Collaboration for a Safer Future**

**Moderator**

**Panellists**

**PETER COLOSI**  
Gilead Sciences

**LIBBY BURSTEIN**  
ASOP GLOBAL

**Moderator**

**ANGELINE MARTYN**

Museum for the United Nations - UN Live

**Panellists**

**JEFF COLLINS**  
Abbvie

**CHANEL BRIGGINS**  
Authentic Brands Group

**CHRISTOPHER DARLING**  
SICPA



## 10:50 – Afternoon Coffee & Tea Networking Break



## IP RISKS – VENDORS / PARTNERSHIPS

**11:20 – Panel Discussion - From Vendors to Ventures: How to Identify, Mitigate & Master Intellectual Property risks that can't be missed**

**Moderator**

**JENNIFER BUCHANAN**  
Oracle

**Panellists**

**COLIN SANDERCOCK**  
Cue Biopharma

**SUMIT ARORA**  
Tesla

**KIM ROBIN JESSUM**  
Heraeus Medical components

**MARGARET TURCHINSKI**  
U.S. Customs and Border  
Protection



### 12:10 – Topic TBC

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### 12:10 – Topic TBC

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### 12:30 – Networking Luncheon



### 12:30 – Networking Luncheon



### PHARMA SUPPLY CHAIN EXCELLENCE

**13:30 – Panel Discussion with the experts – Rethinking Pharma Supply Chains: The new era with Smarter Strategies for Global Success for the future**

#### Moderator

**ODI IKPE**

Elite Prep Center

#### Panellists

**ULLRICH MAYESKI**

GS1 US

**CHIRAG SHAH**

Sanofi

**MAHFUZA AHMEDIN**

AstraZeneca

**MICHAL NOWINA KONOPKA**

NK Strategic Partners



### NEXT-GEN BRAND SECURITY

**13:40 – Panel Discussion – Technology's Role in Safeguarding Brands - The Digital Shield**

#### Moderator

#### Panellists

**SUVENDU MOHANTY**

Stealth Startup

**JASON ALAN SNYDER**

Artists & Robots



### PACKAGING & LABELLING

**14:20 – Anti-Counterfeiting & Serialization Packaging Techniques**

Incorporating design elements, tamper-evidence, and optimizing efficiencies.



### FUTURE PROOF YOUR IP

**14:20 – Mastering Licensing & IP Management: Steering clear of legal landmines**

- Drafting rock-solid licensing deals
- Spotting and avoiding costly legal traps
- Winning negotiation strategies for partnerships
- Managing global IP portfolios effectively
- Must-have clauses for every contract



### 14:50 – Afternoon Coffee & Tea Networking Break



### SECURING SCM

#### 15:20 – From Compliance to Resilience: The Future of Pharma Supply Chains

The session explores how pharmaceutical supply chains are evolving from primarily compliance-driven operations into more resilient, intelligent, and strategically integrated networks, including themes such as supply continuity, risk management, AI-enabled visibility, serialization beyond compliance, digital transformation, and operational

**MICHAL NOWINA KONOPKA**  
NK Strategic Partners



### REGULATORY

#### 16:00 – Panel Discussion with the experts – The Future of Global Pharma Security: Smarter Regulations, Safer Medicines. Regulatory Leadership in the Fight Against Counterfeit Drugs

##### Moderator

**VAISHALI KOTHARI**  
Expert Regulatory Affairs  
Consultant

##### Panellists

**KELLY A. BELNICK**  
Eli Lilly

**CHARLIE CICHON**  
NADDI

**NANCY FINGERHUT**  
Revelation Pharma

- Overcoming cross-border licensing hurdles
- Future-proofing your IP strategy

**MATTHEW FENSELAU**  
Nanoramic Laboratories



### 14:50 – Afternoon Coffee & Tea Networking Break



### FIGHT THE FAKES

#### 15:30 – Strengthening Brand Protection: Emerging Strategies to Combat Counterfeiting, Fraud & Enforcement Gaps

- Mapping today's global counterfeit and fraud landscape
- Identifying high-risk markets and emerging threat zones
- Smarter enforcement strategies for cross-border challenges
- How to partner effectively with customs and regulators
- Consumer education as a frontline defence tool

**WILLIAM MANSFIELD**  
ABRO Industries



### IP LAW – REGULATIONS

#### 16:00 – Panel Discussion – Future of Intellectual Property Law: Adapting Regulations to safeguard brands in a global market



**16:50 – End of Day 1 Sessions & Chairperson's Closing Remarks**

**Moderator**

**WILLIAM MANSFIELD**  
ABRO Industries

**Panellists**

**MARY PENN**  
Verizon

**CAROLINE PINKSTON**  
HP



**16:50 – End of Day 1 Sessions & Chairperson's Closing Remarks**



**17:00 – 18:15 – Joint Networking Drinks Reception — Main Exhibition Hall**

## Day 2: 03 December 2026

### PHARMA ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY

Day 2 features advanced deep-dive sessions exclusively focused on the 18th Pharma Anti-Counterfeiting, Serialization & Supply Chain Security agenda. (The Brand & IP Summit completes its sessions on Day 1).



**09:00** – Chairperson's Opening Remarks

**MARK KARHOFF**  
Ten Count Consulting



**10:40** – Afternoon Coffee & Tea Networking Break



**09:10** – NDC rule, setting expectations for its future format, drug labeling and barcode requirements

**LEYLA RAHJOU-ESFANDIARY**  
FDA



#### SERIALIZATION, TRACK & TRACE

**11:10** – Keynote Panel Discussion: Reinventing Pharma Security - The Next Evolution of Serialization & Track-and-Trace. Challenges, Compliance & Future Innovation

**Moderator**

**Panellists**

**LEYLA RAHJOU-ESFANDIARY**  
FDA

**ASMITA KHANOLKAR**  
SMC Pharma

**PAULE BELONY**  
AstraZeneca



**09:50** – Topic TBC

**ANTHONY OROSZ**  
U.S. Customs and Border Protection



**10:20** – Solution Provider Showcase Presentation

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**12:00** – Solution Provider Showcase Presentation

For sponsorship opportunities please contact [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)



**12:30 – Networking Luncheon**



### **DSCSA**

**13:30 – DSCSA in Action: Industry Challenges, Lessons Learned & Preparing for the Next Phase**

- Exploring real-world DSCSA implementation challenges and practical lessons learned from the field
- Understanding the impact of the NDC 12-digit rule and what it means for manufacturers, distributors, and
- Assessing current industry progress, collaboration efforts, and the growing role of support forums in compliance readiness
- Strategic steps organizations can take now to strengthen serialization, data exchange, and supply



### **DIGITAL FUTURE OF PHARMA SUPPLY CHAIN**

**14:00 – Panel Discussion with the experts – The Tech - Driven Pharma Supply Chain: Innovation Beyond Compliance Through AI, Data & Digital Innovation**

**Moderator**

**STEPHEN FRAMIL**  
A!TY

**Panellists**

**MANISH GARG**  
Hikma Pharmaceuticals

**MANISH SHASHI**  
Merck

**SRIMAN BANERJEE**  
(Former) Takeda

**MICHAEL STEPANOVIC**  
UNC Eshelman



**14:50 - 15:00 – Closing Remarks by Chairperson & Official End of the conference**

## REGISTER ONLINE :

Link: <https://virtueinsight.com/events/18th-annual-pharma-anti-counterfeiting-serialization-supply-chain-security-2026/>

For Multiple Bookings - Photocopy this form and send it to [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

### Delegate Details

Title Mr ☐ Mrs ☐ Ms ☐ Dr ☐

Given Name

Company

Position

Address

Pin code

Telephone

Email

### Registration Pricing

#### Super Early Bird (valid till 12 Oct)

#### PASS 1 — Pharma Anti-Counterfeiting, Serialization & Supply Chain Security (2-Day Pass)

Dec 2-3, 2026 | Access to Track A sessions both days

1 Delegate: **USD 799**

3 Delegates: **USD 1,598** (3 for 2)

#### PASS 2 — Brand & IP Protection Summit (1-Day Pass)

Dec 2, 2026 ONLY | Access to Track B sessions on Day 1 only

1 Delegate: **USD 499**

3 Delegates: **USD 998** (3 for 2)

#### Important — Badge Access Policy

Badges are printed by pass type and are non-transferable between passes. Delegates registered for the 1-Day Pass (Brand & IP Protection Summit) will not be granted access to Day 2 (Dec 3) sessions under any circumstances, regardless of walk-in requests on site. To attend both days, please register for the 2-Day Pass.

### Payment option (Choose one of the following payment options)

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### Certification

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

### Terms and Conditions

**Payment terms:** Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

**Cancellations:** Delegates and Sponsors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

**Administration Fee:** If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of \$200

**Substitutions/Name Change:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

**Presentation:** If you cannot attend the conference, you can still purchase the presentations (Subject to availability) - Please email to: [bookings@virtueinsight.com](mailto:bookings@virtueinsight.com)

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**Fee:** The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

**Payment Charges:** We are a UK registered company and use Barclaycard payment gateway. Some card providers do charge a small foreign transaction fees for international payment (this is not charged from our end). If not sure please contact your card provider before making payment.

**Covid Situation, Natural Calamity, National Security:** In the case where the government decide to go into a lockdown or restrictions on social and business gatherings during the dates of the conference, the event will be postponed to a new date. Registered clients can choose to join the conference on the new date or decide to take a credit note for their payment so that they can decide to participate for any of our future events within the time frame of next one year.