



Center for
Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

National Intellectual Property Rights Coordination Center and
Michigan State University Center for Anti-Counterfeiting and Product Protection

Artificial Intelligence Training for Brand Protection Professionals

“We at the IPR Center are committed to ensuring American businesses are equipped with an understanding of how AI impacts their industries. I am consistently impressed by the individuals and expertise within the IP community, and I am thrilled by the launch of this training to proactively support brands as we move forward together into the era of AI.”

– Ivan Arvelo, IPR Center Director

The National Intellectual Property Rights Coordination Center (IPR Center), with support from the Michigan State University Center for Anti-Counterfeiting and Product Protection, is excited to share its new training: **Artificial Intelligence for Brand Protection Professionals**. The training aims to help small- and medium-sized businesses across the country navigate the evolving world of artificial intelligence (AI) and its intersection with intellectual property (IP).

As AI is increasingly integrated into our lives, it is important to understand the ways it affects IP protection. While AI might empower bad actors to threaten IP more efficiently, it can also be used by brands to bolster IP and brand protection.

In this course, brand protection professionals will:

- *Develop a baseline understanding of AI*
- *Dive into the threats and benefits AI poses to IP protection*
- *Identify resources to help them build an AI-aware brand protection toolkit*

**Registration is
now open.**



To sign up for the course, contact
IPRCenterAITraining@hsi.dhs.gov.

The IPR Center leads the U.S. government’s response to stop global IP theft and enforce trade laws. Comprised of federal agencies and industry experts, the IPR Center develops initiatives, coordinates enforcement actions and shares information related to IP theft. It also stops predatory, illegal trade practices that threaten the public’s health and safety, the U.S. economy and national security.