

Mr. Saleem Alhabash

Associate Director of Research, Center for Anti Counterfeiting and Product Protection (A-CAPP), Michigan State University, United States of America



Saleem Alhabash is Professor of Advertising and Public Relations at Michigan State University's Department of Advertising and Public Relations, where he also co-directs the Media and Advertising Psychology (MAP) Lab.

His research focuses on the cognitive and emotional responses, and psychological effects associated with using new and social media. His research is geared toward understanding how new communication technologies can be used as persuasive tools, most recently in relation to marketing of alcohol, digital aggression across the lifespan, and consumer behavior of buying counterfeits online.

In 2023, he joined the Center for Anti-Counterfeiting and Product Protection (A-CAPP) as Associate Director of Research.

Saleem received his Ph.D. from the University of Missouri School of Journalism.

Ms. Marie Amstrup Jensen

Legal Adviser, Danish Patent and Trademark Office, Denmark



Marie Amstrup Jensen is Legal Advisor at the Danish Patent and Trademark Office's department for IP Enforcement & Networks.

Marie provides information and guidance to SMEs on preventing and combating counterfeiting and on possible lines of enforcement actions.

Marie's work in relation to awareness raising also includes webinars for SMEs, education initiatives for schools and awareness campaigns against counterfeiting targeted at consumers.

Through continuous efforts in outreach activities, the Danish Patent and Trademark Office has gained a broad experience in raising awareness on counterfeiting.