

Conference: Best practices in the fight against counterfeiting & piracy 5.0 – Good AI, Bad AI: tackling counterfeiting and piracy in the era of artificial intelligence»



Olivier Beudet-Labrecque is an associate professor at the Haute école de gestion Arc and Dean of the Institut de lutte contre la criminalité économique. Trained as a criminologist, he holds a MAS in Economic Crime Investigation and a CAS in Digital Investigation. His research and teaching primarily focus on cybercrime, money laundering, and the digital aspects of economic crime. He regularly contributes to these subjects for various international organizations as an expert or as part of training programs for foreign authorities.



Luca Brunoni holds a Master of Law and a Master of Arts in English and American Literature. He works as a lecturer and researcher at the Haute école de gestion Arc and at the Institut de lutte contre la criminalité économique (ILCE). His main fields of interests are Law and new technologies, Law and popular culture, American and English law, Business law, and IP law.



Leo Longauer is Director Brand Protection at LVMH in Paris, responsible for overseeing anti-counterfeiting operations and teams for 28 Maisons of the LVMH group. This includes online brand protection programs as well as offline actions around the world. Advocating the importance of brand protection measures with law enforcement authorities, online platforms and other private and public stakeholders is also part of this work. Prior to joining LVMH, Leo was VP of IP at Swarovski, Head of Group IP at UBS and chef de section at the Swiss IPO. Leo holds a Master of Law degree from the University of Berne and an LLM in IP Law and Management from the University of Strasbourg (CEIPI).



Peter Schramm is co-head of the IP team of MLL Legal, one of the largest and most well-known IP teams in Switzerland.

Peter has special experience in complex IP litigation matters. He has been involved in many landmark IP cases in Switzerland, in particular protecting well-known brands, products and technologies, and has coordinated several large multiple jurisdiction disputes, with a special focus on Germany, the further EU countries, the UK and the US. In addition, he advises his clients on strategic IP issues and on IP transaction matters in close cooperation with the M&A and Finance teams at MLL Legal. Peter lectures IP law at the LL.M. program "International Business Law" of the University of Zurich and Design Law at the training program for Patent Attorney candidates at the Swiss Federal Institute of Intellectual Property (IPI).



Laurent Venetz is the founder and Executive Vice President of ConsutTrust SA, a firm engaged in Offline anti-counterfeiting and brand protection investigations and committed to helping brands to deliver impactful Offline IP enforcement to actually reduce counterfeit market-share and protect consumers in integrating advanced investigation techniques in corporate brand protection strategies. Prior to founding ConsuTrust SA, Mr. Venetz headed-up the Global Anti-Counterfeiting Program of Nestlé Group. In this capacity, he put in place one of the leading brand protection programs in the FMCG industries and the most advanced anti-counterfeiting program in the Food and Beverage sector. His extensive expertise of intellectual property law enabled him to build a deep understanding of brand protection challenges in a very sensitive industry. Prior to this, Mr. Venetz served as a Senior IP Counsel for different Business Units of the Nestlé Group providing strategic and operational advice to protect and defend Nestlé's innovations and well-known brand properties at all stages of the product lifecycle. Before that, he directed the trademark function of a fast-moving pharmaceutical company and worked as a trademark attorney in a law firm in Geneva advising famous Swiss watch makers on anti-counterfeiting projects. Mr. Venetz is a member of the INTA Anti-Counterfeiting Committee (2024-2025).



Emma Warbey: I have been in the City of London Police for 25 years, working across all areas of Policing including response, child protection and custody. I have worked in the National Lead Force for Fraud for 6 years and most recently in The Police Intellectual Property Crime Unit. The unit has been established for over 10 years - protecting intellectual property crime and combatting online piracy. PIPCU's mission is to investigate, disrupt and prevent intellectual property crime that causes significant harm to the UK economy and public. I live in the UK and have 9 year old identical twin girls, I love being outdoors, walking, running and playing football.



Sebastian Elliker is a project lead at the IPI who is responsible for the implementation of the new processes in relation to the Simplified Procedure for Destroying Small Consignments at the IPI.

He has worked in and lead several projects, some in the domain of digitalization of IPI processes and some in organizational development. He holds an MBA with focus in Change Management, and a Master's degree in Philosophy from the University of Bern



Dominik von Werdt works as a process manager at the IPI and will manage the processes in relation with the Simplified Procedure for Destroying Small Consignments at the IPI. He holds a Master's degree in law from the University of Bern. He has worked in various positions at the IPI and other organizations close to the government, focusing on government administrative procedures.