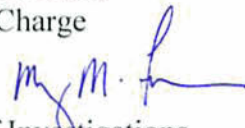




U.S. Immigration
and Customs
Enforcement

NOV 14 2008

MEMORANDUM FOR: Assistant Director
Deputy Assistant Directors
Special Agents in Charge

FROM: Marcy M. Forman 
Director, Office of Investigations

SUBJECT: Coordination and Tracking of Operation Joint Venture Outreach,
Training, and Leads Generated

In FY 2008, the ICE National Intellectual Property Rights Coordination Center (IPR Center) Outreach & Training Unit coordinated 130 outreach programs, world-wide, reaching approximately 16,700 people. This was a 35% increase when compared to the number of outreach programs conducted during FY 2007. During these presentations, the public and private industry received instruction on ICE and its role in protecting public health and safety, and enforcement efforts to protect U.S. industry from illegal trade practices.

In order to continue improving the coordination and tracking of the increasing number of requests for outreach, the IPR Center initiated Operation Joint Venture. Operation Joint Venture was developed from a combination of outreach programs and is designed to foster commercial fraud, Operation Guardian, and IPR investigations. This is accomplished by engaging in partnerships with industry and domestic/foreign counterparts to combat the importation of hazardous, substandard, and counterfeit products, as well as the evasion of duties.

In September 2008, the IPR Center provided training to 24 representatives from ICE domestic field offices who will serve as Operation Joint Venture Points of Contact. The training outlined the unified message to be presented to the public and private sectors concerning ICE's commercial fraud, IPR and Operation Guardian investigative efforts. In FY 2009, the IPR Center plans to conduct two additional Joint Venture training classes, comprised of both Office of Investigations and Office of International Affairs personnel.

The IPR Center now uses Operation Joint Venture POCs to enhance ICE's ability to conduct outreach. Additionally, the IPR Center is encouraging the Operation Joint Venture POCs to be proactive in identifying businesses and individuals in their respective areas of responsibility that would benefit from receiving the Operation Joint Venture message. In support of many field

efforts, the IPR Center can provide materials and staff (i.e. display booths, handouts, videos, and Headquarter-based subject matter experts) for these efforts.

In order to ensure the appropriate tracking, coordination, and deconfliction of Operation Joint Venture outreach activities, offices must follow these guidelines:

1. Report all requests for Operation Joint Venture outreach activities at the earliest opportunity, but no later than COB Tuesday the week prior to the scheduled presentation for review and coordination.
2. Notification must be made via email to IPR Center in Outlook, and should contain the below requested information, as well as any specific requests for assistance from the IPR Center:
 - a. Date of Presentation;
 - b. Name of Company/Event;
 - c. Primary Point of Contact;
 - d. Phone Number of Contact;
 - e. E-mail Address of Contact;
 - f. Location;
 - g. Number of Attendees; and,
 - h. General Summary of the Event.
3. Upon receipt of the request, the IPR Center Outreach & Training Unit will review the information provided and coordinate with the field office concerning attendance and logistical support.
4. A collateral case should be opened utilizing IPR Center case number (b) (7)(E) and utilize (b) (7)(E) program code (b) (7)(E) - Outreach. The (b) (7)(E) program code is unique and should be used exclusively for Operation Joint Venture outreach and training activities. All Operation Joint Venture presentations must be documented against this case number. A separate Report of Investigation should be initiated for each outreach activity.
5. All case hours associated with Operation Joint Venture outreach and training activities should be recorded in (b) (7)(E) against the respective collateral case number.

The IPR Center Outreach & Training Unit will review the information provided in (b) (7)(E) and capture outreach activity via the attached spreadsheet. The IPR Center spreadsheet will include outreach events requested and conducted and requests that were declined. Operation Joint Venture outreach and training efforts will be reported on a monthly basis to the Director, Office of Investigations and the Director, Office of International Affairs.

Additionally, in order to measure the effectiveness and impact the outreach and training activities in terms of intelligence and leads received at the IPR Center, (b) (7)(E) program code (b) (7)(E) OJV – Leads has been created. The (b) (7)(E) program code should be included on all reports where the original information was received as the result of an Operation Joint Venture outreach or training activity.

It should be noted that (b) (7)(E) [REDACTED] should not be used on the same report or case. (b) (7)(E) [REDACTED] is to be used exclusively for documenting outreach and training activities under Operation Joint Venture. Program code (b) (7)(E) [REDACTED] can be used in conjunction with other program codes, i.e. (b) (7)(E) [REDACTED] IPR Center and (b) (7)(E) [REDACTED] Operation Guardian, but should not be used in conjunction with L66.

Any questions regarding these requirements should be directed to the IPR Center Outreach & Training Unit Chief (b)(6) (b)(7)(C) [REDACTED] at (703) (b) (7)(E) [REDACTED] or via email at (b)(6); (b)(7)(c) [REDACTED]@[dhs.gov](mailto: [REDACTED]@dhs.gov).