The Internet, domain names, social media sites, and mobile apps offer an organisation a place to build brand presence, and interact with audiences in new and creative ways. Social media and networking sites such as Facebook®, and YouTube™ now boast hundreds of millions of subscribers. Together with the expansion of the Internet with the new gTLD programme, organisations are rightfully concerned about risks of cyber attacks, fraud and infringements that lead to negative exposure and brand erosion.

This session looks into the opportunities associated with these digital channels and discusses the technology, processes and remedies to help organisations understand what they can do to protect, monitor, and enforce their brand rights.