

DATE

4th August 2016

TIME

5.30pm – 7.00pm

VENUE

Seminar Room 1
Kuala Lumpur Regional
Centre for Arbitration

Bangunan Sulaiman,
Jalan Sultan Hishamuddin,
50000 Kuala Lumpur, Malaysia

04.08.2016

SECURING YOUR DIGITAL ASSETS

PROGRAMME

- 5.00pm Registration
- 5.30pm **Introduction** by Yeo Yee Ling, MYNIC
- 5.45pm **Securing your digital assets** by Jayce Yeo
- 6.30pm Q&A Session moderated by Khoo Guan Huat
- 7.00pm End of programme

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.

ABOUT MYNIC

MYNIC is a company limited by guarantee (CLG), which is an agency under Ministry of Communications and Multimedia Malaysia (KKMM) and is regulated by Malaysian Communication and Multimedia Commission (MCMC).

ABOUT MYDRP

MYNIC's .my Domain Name Dispute Resolution Policy (MYDRP) is managed exclusively by the Kuala Lumpur Regional Centre for Arbitration.



Jayce Yeo is the APAC Regional Director of CSC® Digital Brand Services. She is currently based in Singapore managing both CSC and IP Mirror brands in the Asia Pacific markets. Jayce joined CSC Digital Brand Services in Australia since 2007 and spearheaded the APAC corporate account management team in the Oceania and Asia regions. Today, CSC Asia's presence is represented by its established footprint in Australia, Greater China and Southeast Asia. Jayce is instrumental in consulting corporations in protecting their digital assets across key channels and is adept at engaging stakeholders from cross-functional disciplines such as Legal, Security, IT and Marketing.

Yeo Yee Ling is the Manager of Legal & Governance in MYNIC Berhad since 2007, focusing on policy, legal and regulatory aspect of domain name and electronic addressing



Khoo Guan Huat is a Partner of Skrine, chairing the Intellectual Property Dispute Resolution Practice Group.

For more information, please contact
Business Development Team of KLRCA,
Phone: **+603 2271 1000**
Email: **events@klrca.org**

ADMISSION IS FREE. LIMITED SEATS AVAILABLE.

For registration, please email your details below to **events@klrca.org** or fax to **+603-2271 1010** by **1 August 2016**

Full Name: _____

Company/Organisation: _____

Designation: _____

Address: _____

Tel: _____ Fax: _____ Email: _____