

DATA SECURITY/PRIVACY ROUNDTABLE: Protecting Your Brand Identity – Combating Online Impersonation, Website Spoofing, Cybersquatting and More

10.25.2018

Location:

Sheppard Mullin
12275 El Camino Real, Suite 200
San Diego, CA 92130

Speakers

Lisa Martens, Partner, Sheppard Mullin Richter & Hampton LLP
Susan Payne, Vice President, Assistant General Counsel, Intellectual Property, DJO Global

Overview

Protecting the company's brand is critical in cybersecurity. One of the greatest dangers of digital threats is a potential impact to organization's reputation. At the core of any company is its brand, ultimately responsible for future growth and revenues. While brand reputation is one of the most valuable assets, it is also fragile. It takes decades to build trust and reputation with customers but when compromised, brand reputation can vanish overnight and is hard to restore. To avoid brand abuse all online fronts must be defended, including social networks, a main channel of engaging with customers.

Please register with the contact!

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Credits: 1 Hour

State: CA

Category: General

Contact

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Practice Areas

Privacy and Cybersecurity