



Online IP threats and best practices amid COVID-19

In the current environment where COVID-19 has forced governments to restrict physical interaction among its people, there has been an exponential increase in online activity for almost everything including, teleconferencing, lessons, shopping, and entertainment.

Robust brand protection of your online assets has never been so important, with threats and IP infringement commonplace in our increasingly digitized world.

Join speakers from [CSC](#), [Shearn Delamore & Co.](#), and renowned brands in this virtual roundtable that will share some of the latest trends in online infringements related to the COVID-19 pandemic, and will discuss best practices for developing a sound brand protection strategy for your IP.

We recommend this webinar for anyone in IP, brand, or marketing who have a stake in the management of a company's brand. This will be an interactive session where we will address questions from the audience. Please email your questions to jeremy.tang@shearndelamore.com by Wednesday, 1 July.

Date: Wednesday 8 July, 2020

Time: 3 p.m. Malaysia/ Singapore | 5 p.m. Melbourne

Duration: 1 hour

[Register now](#)

Speakers:



Karen Abraham
Head of the Intellectual Property
Department
Shearn Delamore & Co



Benedict Chen
APJ Regional Investigation
Manager
HP



Joyce Ip
IP Legal Counsel
Longchamp



David Barnett
Subject-Matter Expert, Brand Monitoring
CSC



David Franklin
Global Director,
Brand Protection
CSC

Karen Abraham is the Head of the Intellectual Property department of Messrs Shearn Delamore & Co. Her practice covers all areas on Intellectual Property, Technology, Media & Telecommunications, Data Protection and Competition Law. She has more than 30 years of litigation experience in Intellectual Property matters, appearing in the Apex Courts in Malaysia. She focuses her practice on enforcement of Intellectual Property in the courts and in the public domain, including crafting anti-piracy and anti-counterfeiting programmes for leading companies in the global market and local IP brands. Abraham is the first woman in Malaysia to hold a position as Board Member of INTA and is the first Malaysian to sit on the Bureau of the International Association for the Protection of Intellectual Property (AIPPI). She is an active committee member of APAA, Marques, as well as the IP Committee of the Malaysian Bar Council. Abraham is a Panelist on the Domain Name Dispute panel of AIAC.

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Benedict Chen is currently the regional brand protection manager for HP's anti-counterfeit program in the Asia Pacific region. Ben oversees an aggressive offline and online investigation and enforcement program that actively targets counterfeiters in a timely and efficient manner. Prior to this role, he served as the SE Asia brand protection manager and an intelligence analyst with HP. He also served as a government analyst with the Ministry of Defense in Singapore after graduating from the National University of Singapore with a Honors degree in Political Science. Ben's professional interests are in the people management and security-intelligence fields.

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Joyce Ip is the IP Legal Counsel for Longchamp handling IP and brand protection matters in Asia Pacific region. Joyce oversees a strategic BP program, including pursuing online and offline infringers, working closely with key ecommerce platforms, lobbying with enforcement authorities to promote BP awareness and amendments on the laws. She has extensive experience in the field of IP. After graduating from The University of Hong Kong, she stayed at reputable IP firms for 3 years and started her in-house career since 2012. She served as the Co-Chair of IP Rights Business Council for European Chamber of Commerce in Hong Kong in 2018-2019 and was a member of the committee to publish the position paper on IP development in Hong Kong.

David Barnett has worked in the Internet brand-protection industry as an Analyst and Consultant since 2004. David managed the Analysis & Consultancy (Brand Monitoring) from 2006 to 2019, and currently works as the Brand Monitoring Subject-Matter Expert in CSC's office in Cambridge, UK, helping to serve a range of brand-protection customers in a variety of different industries. David has also presented, or contributed to, a number of seminars, white papers and press releases, on the subjects of online brand protection, brand prominence and open-source investigation techniques.

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David Franklin is a global director of Brand Protection at CSC—the leading and most respected global provider of corporate domain management and online brand protection services. A senior executive with 30 years' experience, David is responsible for the leadership of CSC's Brand Protection services in Europe and the Asia Pacific regions. These services help clients detect and remove online threats such as rogue websites, counterfeit goods, unauthorized trademark and logo use, fake social media accounts, and fraudulent mobile apps. David is a frequent and well-regarded speaker at conferences and is a member of internet task forces at the UK Anti-Counterfeit Group and the International Anti-Counterfeit Coalition. His is often called upon by organizations such as the BBC as a subject matter expert on internet-related matters.

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