

# “ASIAN PERSPECTIVES, GLOBAL VIEWPOINTS”

## INTERNATIONAL MALAYSIA LAW CONFERENCE

26–28 September 2012

Kuala Lumpur Convention Centre, Malaysia

**Day 1 — 26 Sept 2012**

## IT & Social Media

### **Damned if you do, damned if you don't: Social media add a new dimension to online advertising, marketing and brand integrity**

The Internet has reshaped the way we communicate and do business, with social media amplifying these changes. In this topic, various intellectual property issues and risks involved in advertising and brand-building on social media will be addressed from both the industry and legal perspectives. It will also include practical steps and best practices to help companies avoid common pitfalls that can weaken a company's brand and expose the company to intellectual property litigation when using social media.

#### Speakers

1. Lau Kok Keng, *Partner, Rajah & Tann LLP, Singapore*
2. Paul Subramaniam, *Partner, Zaid Ibrahim & Co*
3. Alex Charlton QC, *4 Pump Court, London*
4. Foong Cheng Leong, *Partner, Foong Cheng Leong & Co*

#### Moderator

Deepak C Pillai, *Managing Partner, Haryati Deepak*

### **Cyberspace: Where liabilities are not as virtual as you may think**

This topic will provide an overview of content liability on the Internet and how intermediaries such as content providers or service providers can be held liable for the content uploaded by a website user, as well as how they should mitigate such risks.

#### Speakers

1. Corrine Tan SC, *Emerging Markets, SE Asia Pacific, Google Asia Pacific*
2. Chew Kherk Ying, *Partner, Wong & Partners*

#### Moderator

Wong Sai Fong, *Senior Partner, Shearn Delamore & Co*

### **Cloud computing: How safe and protected will you be?**

Cloud computing utilises a collection of services by different service providers located most likely in different locations, serving accesses globally. The question of security is invariably the first a potential user will ask. This session will examine the security concerns businesses will have with cloud computing and the various security measures that may help make cloud computing safe, in addition to laws that deal with compliance, liabilities and remedies.

#### Speakers

1. Andrew Cooke, *Legal and Corporate Affairs, Microsoft Operations Pte Ltd*
2. Ahmad Rizan Ibrahim, *Group Chief Executive Officer, Dataprep Holdings Bhd*
3. Tong Lai Ling, *Partner, Raja, Darryl & Loh*
4. Michael Tan, *Senior Counsel, Google Asia Pacific*

#### Moderator

Suaran Singh Sidhu, *Partner, Suaran & Sankey*

The conference programme detailing session topics and synopses, session time slots and confirmed speakers who are set to grace the event can be found [here](#).

We are also pleased to offer the preferential registration rate of RM1,400 for members of the Malaysian Bar, Advocates' Association of Sarawak and Sabah Law Association. Young lawyers and pupils in chambers are entitled to a special registration rate of RM1,000 while students enjoy a nominal registration rate of RM500. All these rates are available right up to the date of the conference.



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For further enquiries, kindly contact:

- Sumitha Shaanthinni Kishna +603-2050 2090 / [sumitha@malaysianbar.org.my](mailto:sumitha@malaysianbar.org.my)
- Mazni Ibrahim +603-2050 2101 / [mazni@malaysianbar.org.my](mailto:mazni@malaysianbar.org.my)
- Nishta Jiwa +603-2050 2037 / [nishta@malaysianbar.org.my](mailto:nishta@malaysianbar.org.my)

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