

## 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!

### CLE

Credits: 1 Hour

State: CA

Category: General

### Contact

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## Attorneys

Lisa M. Martens

## Practice Areas

Privacy and Cybersecurity