

# AI for Brand Protection

*Detecting Counterfeits, Digital Infringement and Brand Misuse in the Age of Artificial Intelligence*

**8 & 9 June 2026**  
9.00am - 5.00pm | GMT +8



**Concorde Hotel KL**  
**Zoom Platform**

## WORKSHOP OVERVIEW

As organisations increasingly adopt AI technologies, the risks surrounding intellectual property misuse, digital impersonation, and large-scale counterfeit activity are also growing.

This workshop equips participants with the knowledge and practical tools needed to: -

- Identify AI-generated threats targeting brands and intellectual property
- Understand the evolving legal landscape surrounding AI, copyright, and trademark rights
- Strengthen collaboration between legal, marketing, and risk management teams
- Develop a proactive and future-ready brand protection framework

Through interactive discussions, real-world case studies, and practical exercises, participants will gain hands-on insights into how organisations can leverage AI not only to detect threats faster but also to strengthen long-term brand governance and resilience.

Organised by:



WEeventz Pte Ltd (Singapore)  
WEeventz Malaysia Sdn Bhd (Malaysia)

## TARGET AUDIENCES

This training is suitable for:

- Legal and Intellectual Property (IP) Professionals
- Chief Marketing Officers (CMOs) and Marketing Leaders
- Brand Managers and Digital Marketing Directors
- Risk and Compliance Officers
- Cybersecurity and Digital Risk Analysts
- Anti-Counterfeiting and Brand Protection Specialists
- Supply Chain and Operations Managers



This is a **Hybrid event** where participants can choose to attend **In Person** at our training venue or join **Virtually** via Zoom Platform.