



CYBER WINES & CYBER CRIMES

IN VINO VERITAS ET IN INTERNET FALSITAS!

AIDV online conference – 9 November 2020

**We present our favorite internet scams while
you relax and sip your own (hopefully genuine) wine!**
in moderation, naturellement !

Dear Friends,

2020 is throwing curveballs at us, forcing us, amongst other things, to postpone our AIDV International Conference for 2020, planned to be in Madeira, to now take place next year.

We are looking forward meeting in person then and there. For now, we plan to catch up (albeit virtually) in Bordeaux.

Please join us for the first international AIDV/IWLA online conference on November 9, 2020! As with so many other spheres of activity, the wine sector has also shifted its focus more to online communications and sales, which opens new possibilities, but also brings with it a number of risks. Cyber Crimes are, like the pandemic, truly global and require more defensive strategies to be devised.



The Internet is the new frontier for legitimate business as well as for fraud of every conceivable kind. What are some of the threats we should all be aware of, and what is the wine industry doing or ought to be doing to confront these threats?

We are very happy that Chateau Mirage, a hidden and shimmering gem of the Grand Cru Bordeaux wineries, has agreed to share deep insights into its online policies and how it deals with the traps and dangers out there in the infinite space of the internet. This is a rare opportunity to learn about practical aspects of online conflicts with unscrupulous operators on the fringes of the wine sector, as well as legal issues as they appear in the daily business of a high class wine maker.

We have invited a professional Cybersquatter / Brandjacker who has agreed to show how gaps in domain and brand protection are turned into cash. The Chateau's lawyer, his high-powered online legal sleuth and the rogue Cybersquatter / Brandjacker (in that order) are:

- Steve Levy, Accent Law Group, Philadelphia, USA
- Bharat Dube, Strategic IP (SIPI), Geneva, Switzerland
- Marc Sorini, AlcoStar Consulting, Washington DC, USA

Moderator
Wiebke Gorny, Gornylaw,
Frankfurt, Germany

The presentation will be held on November 9, 2020 at two different times to allow convenient attendance in almost every time zone. It will take 90 minutes time.

1. **Nov 9, 2020 8 am EST (North America) - 2 pm CET**
 2. **Nov 9, 2020 3 pm EST (North America) - 9 pm CET**
- Please save the date. Registration on Zoom will be opened soon.**

The presentation will be in English with simultaneous translations into French and Spanish. The only pre-condition for attendance is participants must either don some wine-related paraphernalia or do some elbow-raising (with a glass or two of wine, of course!) during what promises to be a most interesting and illuminating discussion.

If you think serving bad wine is embarrassing, just wait until you see the acting skills of our presenters!