

## For Immediate Release

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## BPCouncil Empowers IP Risk and Security

**Geneva** – AJK Associates is hosting the fourth annual [Intellectual Property Risk and Security Forum](#) taking place on June 4, 2008 to help brand owners secure their [intellectual property](#) both on the Internet and off-line. AJK has partnered with the [BPCouncil](#) in order to give their participants an outlet to explore strategies learned at the conference. The [BPCouncil](#) and AJK will work together to answer timely questions such as:

- How do you [protect your brand online](#)?
- How do you protect [digital intellectual property](#)?
- What do you do about the center of industry and counterfeit: [China](#)?
- How do you shut down a [spammer](#)?

Conference participants can look forward to hearing from representatives of industry leaders such as: HSBC, Pfizer, Macrovision and the Motion Picture Association of America. One highlight of the conference will be the education seminars hosted by the conference sponsors: Markmonitor, Evidence Talks and the CSC Group.

The newly launched [BPCouncil](#) (<http://www.bpcouncil.com>) will provide delegates to the [Intellectual Property Risk and Security Forum](#) with a dynamic platform to extend their industry [networking](#) experience and online [security developments](#) into a year-round happening. Following the conference, delegates will find mission critical information on new strategies and more relating to [brand](#) protection and intellectual property on [www.bpcouncil.com](http://www.bpcouncil.com).

[Intellectual Property Risk and Security Forum](#) participants and [BPCouncil.com](#) visitors gain access to ideas, [technologies](#) and skills to incorporate into their brand and intellectual property protection arsenal. Brand protection professionals working for brand owners, intellectual property technology and [service providers](#), enforcement agencies and [NGOs](#) serving the brand protection community can now find a diverse array of [information](#), [resources](#), [best practices](#) and networking tools on <http://www.bpcouncil.com>. Professionals can take advantage of [the BPCconnection networking tool](#) to build and expand their business networks via the web. They also have at their fingertips up-to-date news, [profiles](#) of market leaders, [in-depth](#) stories, the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Jodi Joseph, Director of the [BPCouncil](#) said:

"We are excited to be bringing a virtual dimension to the Intellectual Property Risk and Security Forum. The [BPCouncil](#) is thrilled to welcome industry experts who can share insights and best practices for developing an online brand protection strategy. We invite the conference participants to continue exchanging information with each other at [www.bpcouncil.com](http://www.bpcouncil.com)."

Lucinda Frampton, PR Executive of AJK Associates said:

"We spend so much time discussing the challenges that the internet and new age technology create in brand protection, that we sometimes forget we can use these things for our benefit. We

are thrilled to be partnering with the **BPCouncil** who is using web 2.0 tools to fight counterfeit. AJK is happy to have a safe online community for our participants to be apart of to beat online counterfeiters at their own game.“

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**About BPCouncil** <http://www.bpcouncil.com>

The **BPCouncil** , a member of the [BPIntelligroup](#), is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.

To join the **BPCouncil** visit <http://www.bpcouncil.com/register.php>

**About AJK Associates** <http://www.akjassociates.com>

AKJ Associates is a business information company that specialises in providing strategic and technical guidance in the areas of corporate risk and security management, and public sector security strategy. Events and initiatives hosted by AKJ Associates have an established reputation for providing senior level delegates with cutting-edge solutions and examples of best practice, as well as access to exclusive peer-to-peer networks.

AKJ Associates is known for facilitating and consolidating working partnerships between providers of security solutions and the world's largest corporations, its most renowned policing and intelligence agencies, and international governments.