

Katedra průmyslového vlastnictví, MUP / Department of Industrial Property, MUP
Mezinárodní konference / International Conference

DOMÉNOVÁ JMÉNA A JEJICH VÝZNAM PRO PODNIKÁNÍ



DOMAIN NAMES AND THEIR SIGNIFICANCE FOR BUSINESS

Za podpory / With the support of
GA ČR reg. č. 13-02203 S, MUP

pátek **30. 10. 2015**, 9:30 – 13:00, MUP Praha-Žižkov, č. 302

Friday 30 October 2015, 9:30 am – 1:00 pm, MUP Praha-Žižkov, Room No. 302

New trends in perception and valuation of domain names

Radka MacGregor Pelikánová | 15+ years experience with domain names, lecturer at MUP and principal of GA ČR project

Internet domain names and geographical indications

Diana Synková | Ph.D. candidate at MUP

New gTLD and IDN: opportunity or threat?

Jiří Průša | 15+ years experience in eGovernment. 3+ years in CZ.NIC, national domain name registry. Lecturer at MUP

Online Reputation – Using SEO to protect your brand

Sybille Yates | 8+ years experience in hands-on SEO, occasionally an external SEO/SMO consultant, when she feels like it

On the Internet, Nobody Knows You're a ... CAT!

Absurdity in the Domain Name Resolution Process

David Hellam | 15+ years experience of teaching Computer Science and coaching student web-design teams in international competitions, currently teaching IB Computer Science at Riverside School

The (il)legitimacy of Internet governance by ICANN and the (il)legality of Verisign business

Robert K. MacGregor | 3+ years experience with Internet governance and Domain Name strategies from the ICANN and Verisign perspective

Organizátoři konference si vyhrazují právo provést změny programu / With the right of reserve for changes

Přihlášky emailem / Registration per email to Lucie Vandasová vandasova@mup.cz