



BRIDGING BARRIERS: ***LEGAL AND TECHNICAL OF*** ***CYBERCRIME CASES***

Internet – A lawless kingdom?

Kuala Lumpur
2011.07.06

Isabelle Neo
Asia Pacific Public Policy & Government Affairs,
eBay Inc.

Small internet start-up founded on trust...

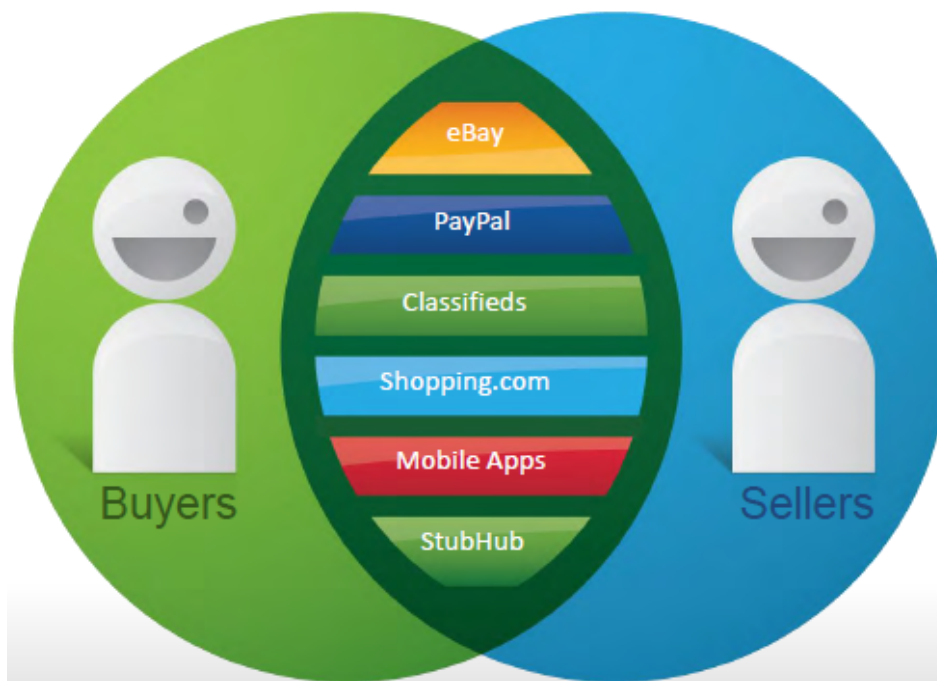
YEAR 1995



“Anyone from anywhere, could buy or sell anything, at anytime of the day”



The not-so-small company today



“Anyone from anywhere, could buy or sell ALMOST anything, at anytime of the day”

Phishing Not Welcomed at eBay!

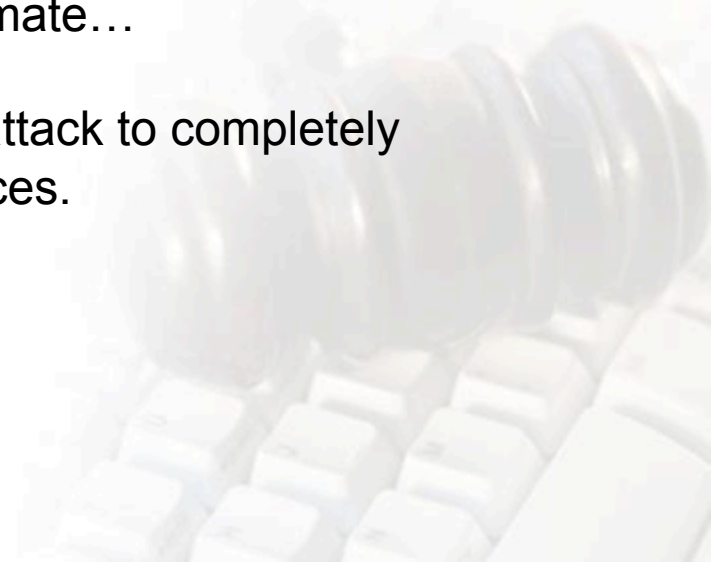
PayPal gets hit with a Sophisticated phishing attack

-- By Dean Wilson, The Inquirer – March 31, 2011

PayPal has been the victim of a sophisticated phishing attack.

The attack...is sent as part of an HTML attachment with unsolicited emails claiming to be legitimate...

Storing the website locally allows the attack to completely bypass browsers' anti-phishing defences.



Counterfeit & Fraud Not Welcomed at eBay!




EBay Ordered to Pay \$61 Million in Sale of Counterfeit Goods

By DOREEN CARVAJAL

Published: July 1, 2008

PARIS — EBay said it would appeal a French court's order that it pay 38.6 million euros (\$60.8 million) in damages to the French luxury goods company LVMH, the latest round in a long-running legal battle over the sale of counterfeit goods on the Internet.

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Antoine Antoniol/Bloomberg News

Pierre Gode, an LVMH adviser, outside of court.

LVMH Moët Hennessy Louis Vuitton, a maker of high-end goods and fashion and luxury products, successfully challenged [eBay](#) for a second time in the French court, arguing that 90 percent of the Louis Vuitton bags and Dior perfumes sold on eBay are fakes.

The court ruled Monday that eBay, which earns a commission on the sales,

Trust online is very important to us



eBay is committed to promote confidence on the internet and is therefore determined to fight against any abuse of its services. These include the attempted sales of counterfeits, pornography, money laundering and all cybercrimes.

Sega says 1.3 million users affected by cyber attack

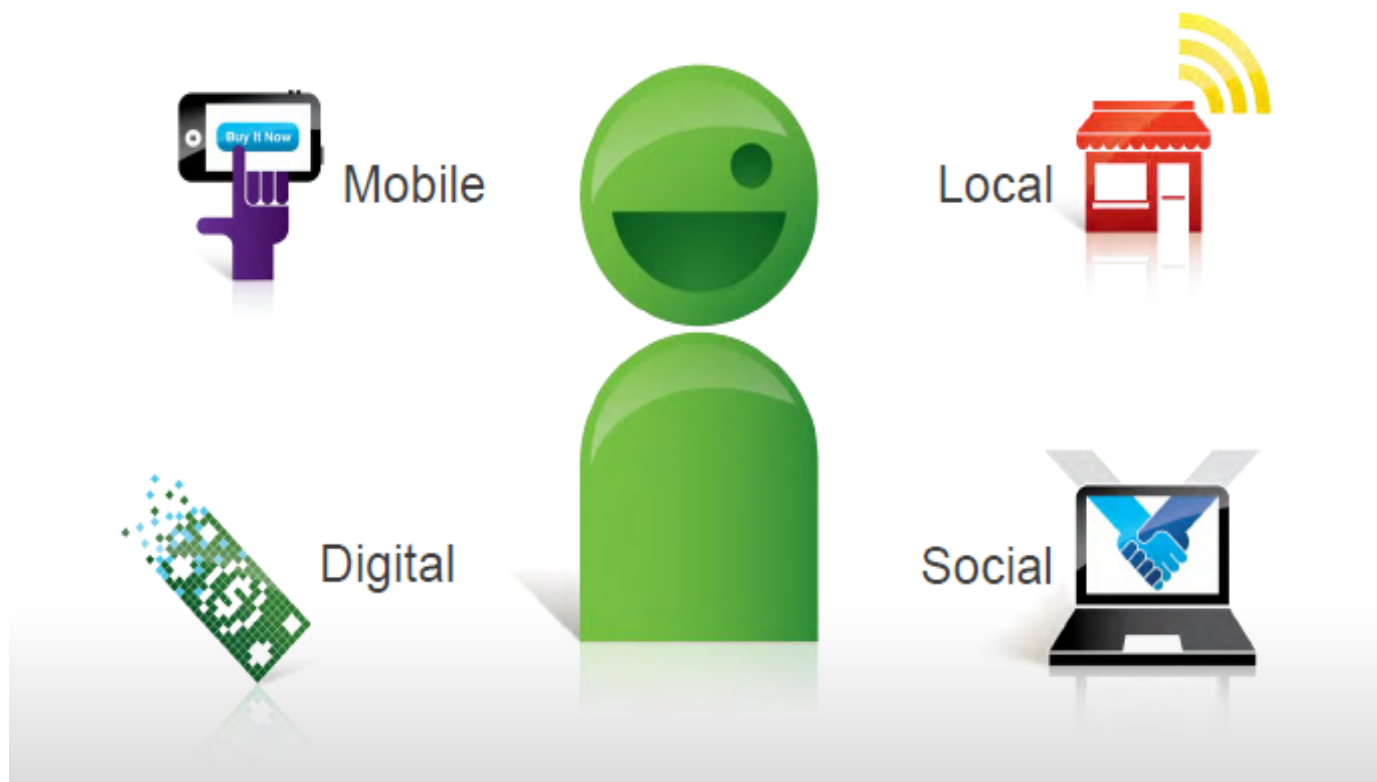
-- By Yoko Kubota & Nick Macfie, Reuters – June 19, 2011

Electronic Arts Confirms Cyber attack Resulted in Loss of Customer Information

-- Electronic Arts website – June 25, 2011

“...EA has security controls in place...but it can't keep up with hackers 100 percent of the time.”

They all make up “The internet”



So how do you regulate the internet?

Civilizing the virtual 'wild west' ?



"The world you represent is not a parallel universe where legal and moral rules ... do not apply.

"You can't be exempt from minimum rules."

What should we do?

- Light touch
- Co-Regulate
- Work with us



**So that the internet does not
become a lawless kingdom!**

For Industry feedbacks and on policies,
working with eBay on regulatory
framework etc.

isneo@ebay.com

Dedicated email specifically for Law
Enforcement.
Information requests

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