

TEDxNaperville welcomes Michael Kiefer, GM of BrandProtect, on March 25, 2010

Entrepreneur shares vision for eliminating transactional friction in IP licensing, enforcement and monetization

NAPERVILLE, IL (3 March 2010) – With the Wentz Concert Hall at North Central College as his backdrop, Michael Kiefer, General Manager of Toronto-based BrandProtect will speak at TEDxNaperville on March 25, 2010 from 1PM to 5PM.

Mr. Kiefer is General Manager of BrandProtect, a global leader in EIRM (Enterprise Internet Risk Mitigation) services. [BrandProtect](#) monitors, manages, mitigates and monetizes Internet based brand infractions against a corporation's licensed assets. BrandProtect helps online brands minimize the risk of brand devaluation by offering value added services like domain life, link checking, auction site monitoring, digital watermarking and other services, that can be seamlessly integrated into an organization's digital assets.

At TEDxNaperville, Kiefer will share his vision *for eliminating transactional friction in IP licensing, enforcement and monetization*.

“ Can you imagine a world where all artists, musicians, publishers, or any creative entrepreneur, could bring their art to Global markets without the middleman or back office capabilities? We must change the way we think about creative content in order for artists to take back control of their art,” said Kiefer.

Mr. Kiefer is an active speaker regarding EIRM and spoken across the globe to intellectual property rights, risk, reputation, security, audit and law enforcement agencies and has authored numerous papers on Internet rights and risk.

Tickets are \$25 and go on sale immediately at tedxnaperville.eventbrite.com. Seating is extremely limited. Interested parties can also visit www.tedxnaperville.com for complete speaker bios and the most up-to-date event and ticket information. After the event, from 5 to 6:30PM, there will be a cocktail reception with cash bar.

About TEDx and TEDxNaperville

In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDx[name], where x = independently organized TED event. At TEDxNaperville, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but

individual TEDx events, including ours, are self-organized. TEDxNaperville is a local, self-organized event modeled in the spirit of TED.

The March 25th TEDxNaperville event includes the following speakers:

- Bryan Campen, new media associate at the Long Now Foundation
- Charlie Catlett CIO of the U.S Department of Energy's Argonne National Laboratory
- Dr. Robert Wolcott, the Executive Director of Kellogg Innovation Network and a founder/faculty Member, Entrepreneurship & Innovation, Kellogg School of Management and Author: Grow From Within – Mastering Corporate Entrepreneurship and Innovation
- Michael Kiefer, general manager of BrandProtect, outlines his vision for the future of art and music distribution,
- Geoff Rhyne, chef de Cuisine at SugarToad Restaurant and founder of Slow Food Upstate in Greenville, South Carolina
- Harold Clampitt who will share lessons learned, especially the confluence of disruptive technology, decision making and success
- Todd Flaming, a passionate proponent of rethinking design
- Douglas L. Sisterson, Operations Manager US Department of Energy Atmospheric Radiation Measurement Climate Research Facility.

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At 7PM, after the TEDxNaperville event, Geoff Rhyne, chef de cuisine at SugarToad restaurant has planned a private “chef’s choice” four-course meal with wine-pairing. If you love good food and great conversation, don’t miss this private dinner. Space is extremely limited. The cost of this event is \$112 per person and is payable online: <http://tedxnapervilledinner.eventbrite.com>

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California,

with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

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TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 21-25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

About the TEDx Naperville Sponsors

Arthur Zards, curator, host and chief organizer of TEDxNaperville is the co-founder and President of XNet Information Systems - a B2B ISP that offers clients secure, high availability Internet access and datacenter solutions.

TEDxNaperville executive producer Ben Bradley is founder of [Macon Raine](#) - a B2B lead generation and public relations firm that uses agile marketing, selling and lead generation strategies to help companies find new customers.

Don & Kate Gingold of Gnu Ventures Company provide Internet Marketing Services and Website Lifecycle Management to small and medium sized businesses. Gnu Ventures provided the TEDxNaperville website design.

J & S Tech Designs: Jim Nagy and Susan Steele of J&S Tech Designs deliver powerful websites based on the Web Content Management system called DotNetNuke). J&S contributed the setup and provides the hosting for this site.

WebRocket Video creates targeted, authentic and personal stories for Business Marketing to advance your sales process. WebRocket contributed video production for the TEDxNaperville event.