


Caveon Webinar Series

Leveraging Social Media to Protect Your Intellectual Property

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May 21, 2014



The Social Media Party




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Today We'll Talk About...

- Structure of information dissemination (front office / back office)
- How people gain access to stolen test content and spread this information quickly
- What to do to pre-empt this activity to reduce item exposure and prevent cheaters from gaining an unfair advantage



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Front and Back Offices



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Back Office Buzz



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Front Office Buzz



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Social Media as an Advertising Vehicle

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Social Media as an Advertising Vehicle

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Socializing Cheating

Prashant R - India - Feb 16, 2014 - Report Comment
Passed exam on 10th Feb in Mumbai, this dumps are very much valid.

Germany - Feb 11, 2014 - Report Comment
This is valid here in Germany...today I passed with 95%.

Saad - Pakistan - Feb 07, 2014 - Report Comment
Passed with 92%

vjain - New Zealand - Feb 05, 2014 - Report Comment
wondering if someone can suggest me that if I prepare for only these 11 pass the exam or I need to study first and try these questions.

Germany - Feb 03, 2014 - Report Comment
valid, passed studying for it did provide a more relaxed experience.

Canada - Feb 01, 2014 - Report Comment
This dump is valid. Passed today in Toronto with 90%. I made a couple of mistakes, but I think you can score 100 with this dump. No new questions.

"Passed Exam on 10th Feb in Mumbai, this dumps are very much valid."

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Popular Networks Get Popped

Students use social network to cheat Russian exams

October 16, 2013 *Ksenia Sivikova, special to BSMH*
Russian government officials have reached an agreement with VKontakte, Russia's most popular social network, to join forces and monitor cheating on school exit examinations. During the 2013 exam sessions, they were able to close around 2,000 online groups in which students were trading exam answers.



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Lights, Camera, Cheating!



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A Picture is Worth a Thousand Words...




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Image Searching Tips



- Google search by Image
- Image Recognition
- Reverse Image Search
 - TinEye.com

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Masking Exam Names



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What We Have To Do...



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Me, Me... It's All About ME!



Name:
Maleficent



Twitter handle:
blaque-queen


Email:
evilmistress@darkforest.com





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Building Relationships



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Developing a Dialogue



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Keep It Cordial



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We're Watching You...



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Dump on the Dumps



Drowning sites with DMCA letters


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DMCA Requirements

- Must be signed (electronic signature is acceptable)
- Identification of the copyrighted work
- Identify the material that is claimed to be infringing
- Must include contact information
- A statement that your complaint is being made in "good faith"
- Must also state, that "under penalty of perjury, that the information contained in the notification is accurate"

Have your DMCA's and Takedown Notifications reviewed by your legal team.

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Payment Providers



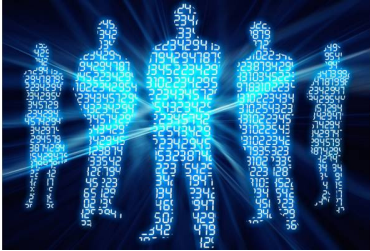
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Payment Providers

- The web address where infringing material is being sold.
- The location of the offending material on that site.
- Specificity is important; especially if the website is also hosting non-infringing material.
- Evidence that the processor's services are being used by the infringers (a screenshot featuring the processor's logo will do).

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Analyze Your Test Results/Scores




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What To Look For


- Similar response patterns between test takers
- Unusually high pass rates
- Tests being taken at odd hours
- Individuals who test outside of their home country




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Exam Inoculation?

- Create replaceable test forms
- Hold a bank in reserve
- Create Trojan Horse items
- Use Embedded Verification Test (EVT) items
- Discrete Option Multiple Choice (DOMC)



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Winning the Battle Over Braindumps

"Dear Valued Customer,

We are so sorry as we can't 100% guarantee you can pass the exam with our product.

Test company changed their exam questions too frequently.

This is special price so if you fail your exam, we will not refund.

Sincerely hope you can understand."

PASS-GUARANTEED



Or Your MONEY BACK!
Click Here!

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Gotcha!

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Putting The Pieces Together



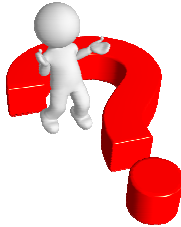
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Be Social, Analytical, and Persistent



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Questions?



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THANK YOU!

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