

## Legal Extranet

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### Malaysia



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#### General Legal Overview:

The advertising industry in Malaysia is basically self regulated. The Communications and Multimedia Content Forum of Malaysia which is derived from the The Communications and Multimedia Act 1998 is responsible for the promotion of Malaysia's enshrined national policy aspirations via the communications and multimedia industry. A vital provision in the Act's chartered objectives is the establishment of a regime of self-regulation, to better achieve its noble purpose and keep it unblemished. Communications and Multimedia Act 1998

#### Basic Guide to Intellectual Property rights in the Territory:

There are 4 principle areas of Intellectual Property in Malaysia being, Trade Marks, Patents, Industrial Designs and Copyrights.

Communications and Multimedia Content Forum of Malaysia

The Association of Accredited Advertising Agents Malaysia (4As)

Ministry of Communications and Multimedia

Not applicable

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#### Disclaimer

*The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.*

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