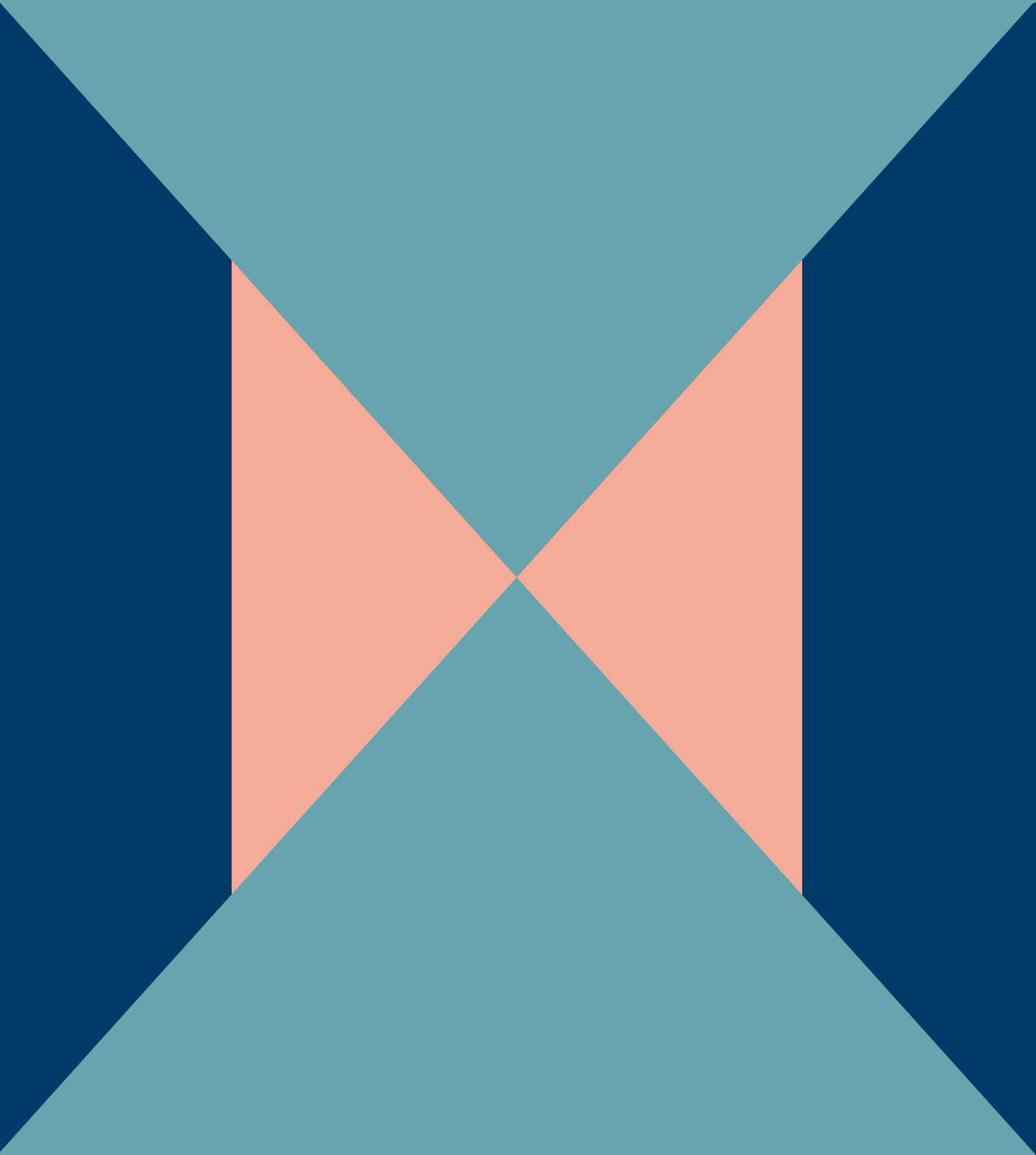


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# Anti-Counterfeiting Services

## 2022



# Anti-Counterfeiting Services

- A. Online Monitoring
- B. Supply Chain Intelligence
- C. Border Protection
- D. Domain Name Watching
- E. Training Seminars



## *Client-centricity*

We focus on satisfying our client's needs providing custom-made, practical and easy solutions at competitive costs.



## *Results orientation*

We operate with a pragmatic approach, prioritizing simplification in the execution and providing measurable outcomes.



## *Technology-driven*

We are committed to the acquisition and development of innovative and creative techniques and procedures.

# Online Monitoring

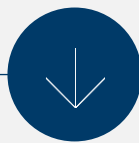
We protect your IP rights and profits by automatically finding and removing online counterfeits.

## 01. *How it works?*

Our software detects infringements, removes them, and analyzes data to maximize results. Using powered search and image recognition technology, it identifies fakes across marketplaces and websites 24/7. It also uses machine learning that suggests new rules and keywords opportunities to optimize results.



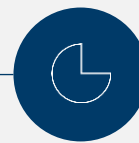
Monitoring of websites and marketplaces



Detection of trademark infringements



Removal infringing links



Measurement of data obtained

## 02. *Benefits*

- Protect your sales, trademark reputation, and your brand's exposure.
- Control your online presence from end to end.
- Reveal the infringer's identity and take impactful actions.

# Supply Chain Intelligence

We assist you in stopping counterfeiters early by uncovering their entire supply chain. We translate our web-based intelligence into concrete physical seizures and investigation.

## 01. *How it works?*

We identify physical routes of counterfeit and parallel-trade by crosschecking shipment records with our OBP. We identify counterfeit manufacturers, importers and exporters, as well as the volume of their transactions, target countries, logistic providers and local shops.



Monitoring shipments



Crosschecking information



Analysis of data



Identification of counterfeit chain

## 02. *Benefits*

- Identify illicit patterns and uncover the entire supply chain of counterfeits.
- Turn distribution incidents into actions, fast.



## Border Protection

We assure the recordal of your trademarks before Customs to identify infringing products and stop them.

### 01. *How it works?*

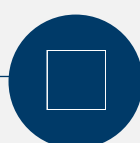
We provide Customs authorities easy access to your trademark information, resulting in identification of fakes and infringed products. We submit a recordal application plus a guide to identify legitimates and infringing products. Allows the detection, seizure and destruction of counterfeit goods.



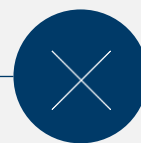
Recordal of  
Trademark  
before Customs



Detection of  
infringing goods



Seizure



Destruction

### 02. *Benefits*

- Minimize IP infringements in importation.
- Stop counterfeits from entering a market.
- Discourage counterfeiters from defying your trademarks.

# Domain Name Watching and Recovery

We help you prevent misappropriations and infringements by finding identical and confusingly similar domain names.

## 01. *How it works?*

We conduct database revisions with polished algorithms that provide an initial report, which is revised by our experts. We send you a report with the most relevant domain names. With our professional services in connection to the domain name disclosed, we will assist you in the recovery procedure.



## 02. *Benefits*

- Surveille any possible conflict with new domain names worldwide.
- Have monthly reports on findings and our suggested enforcement actions to take.

## Training Seminars

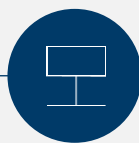
We provide enforcement authorities with necessary resources and training in the fight against counterfeiting of your trademarks.

### 01. *How it works?*

Our training seminars instruct public sector actors in the identification of fakes and how to act against infringers. We train on how to distinguish counterfeits from legitimate goods of your brand. We gather and disclose case-law of infringement cases applicable to issues your trademark might be facing in their jurisdictions.



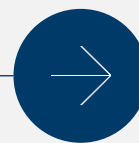
Gathering and preparation of information



Delivery of resources and training



Trained authorities in enforcement of your IP rights



Carrying out ex officio actions

### 02. *Benefits*

- Minimize IP infringements in importation.
- Stop counterfeits from entering a market.
- Discourage counterfeiters from defying your trademarks.



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*Anti-Counterfeiting Services*

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