



## Brand Abuse Protection

### Brand Abuse Protection Services

- Internet monitoring
- Domain management
- Image tracking
- Channel compliance
- Auction monitoring
- Website integrity
- Automated Cease & Desist

Internet infractions can result in a range of consequences for brands, including:

- Misleading consumers and exposing the organization to liability
- Diverting consumer traffic from its intended destination and thus reducing potential revenues
- Falsely connecting corporate brands with illegal or offensive activities
- Even accidental abuses by authorized resellers or agents can lead to significant financial losses and potentially damage customer relationships

BrandProtect's Brand Abuse Protection services are a perfect complement to channel management and traditional intellectual property protection programs. In order to Detect, Analyze and Mitigate internet infractions, we offer a range of specialized services, including:

#### Internet Monitoring

Through the use of proprietary technology, which is continually searching the web, and human analysis, we formulate search strategies based on brand terms or key identifiers that are particular to your brand, business and industry. In this way we can identify web links, URLs, domain names registered and page content that may be potential threats to your intellectual property and brand.

#### Domain/Sub Domain Monitoring

We monitor global domain registration databases continuously to identify all Domain names, along with any related registrations, which could potentially threaten a company's registered Brands or intellectual property. BrandProtect's software and MapLink database is also able to identify Sub-domain infractions.

#### Image Tracking (Optional Watermarking)

We use our image tracking technology to track logos and images using both "text based" searching and actual image searching. Our technology is able to identify "exact" or even "fuzzy" matching of image files.

Watermarks are imperceptible signals embedded into digital images and photographs. These watermarks act as beacons and are used to communicate copyright ownership, provide contact information, and provide a link back to a web site to help facilitate licensing or other ecommerce.



# Brand Abuse Protection

## ABOUT BRANDPROTECT

As the leader in internet reputation management, BrandProtect empowers organizations to gain control over how they are represented online by uncovering and mitigating the issues that put their reputation at risk and erode customer trust. BrandProtect's Response Services help detect, uncover and mitigate brand and trademark infringement issues, phishing attacks, web traffic diversions, website integrity issues and defamatory discussions. BrandProtect was the first company of its kind to be offered full membership by the Forum for Incident Response and Security Teams (FIRST). It also has relationships with more than 3,500 Internet Service Providers globally, accounting for more than 90 percent of the traffic flowing across the internet.

## Auction Monitoring

We identify suspicious counterfeit and gray market sales by scanning online auction sites, trade boards and other exchanges continuously, to identify instances where brands or trademarks are inappropriately referenced.

## Channel Compliance

Our technology is able to assess key elements of web sites and online marketing material for compliance to corporate guidelines by all authorized corporate agents, distributors, and dealers, as well as organizations that the client sponsors and associations to which the client belongs.

## Domain Management

Domain Name Management is an important component of any online brand protection program. BrandProtect will work to establish best practices where needed, including:

- Centralized registration of domain names
- Communicating registration policies throughout the organization
- Developing a domain strategy
- During time of change, such as before the launch of a new product, considering what domains should be registered and managing/coordinating the effort.

## Website Integrity

We monitor your website to ensure that your website maintains its Search Engine Optimization (SEO) functionality and remains free from potential hacking and other malicious attacks. This helps you to optimize your customer experience and ultimately protect the value of your brand. Our Website Integrity services include:

- Inbound, Outbound and Internal Link Checking
- Web Page Validation
- Website integrity seal
- 724Protect internet reputation management program

## Automated Cease and Desist

We provide an automated Cease and Desist service to help you manage copyright infringements cost effectively. In cooperation with your legal department, we create a process that automates initial Cease and Desist letters along with follow up reminders for identified infractions.

Companies find this to be an extremely cost effective way to remove the vast majority of threats discovered online. The process has the ability to escalate specific threats that need to be referred to a company's legal or security departments.