

Service

# Online Brand Protection

Will find and prevent all violations towards your intellectual property online. We will provide constant protection of your brand.



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CEO

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# Why do you need us?

1

## Community

Cooperation with us is an investment into better community, effective risk reduction for people and negative impact on the environment. Counterfeit products sales, in some cases, promote criminal activity, such as terrorism, selling drugs and money washing. Working with us, your brand can have a positive impact on our society.

2

## Reputation

Nowadays the cost of intellectual property of the business can be larger than the cost of the products. Protection of your brand stops its devaluation, guarantees a full match of the expectations of the quality of the brand and provides the full control over demand and request on your products on the market. Broken electric products, bad medicine or dangerous toys can create negative image, loss of trust to the brand and, most importantly, cause harm to people.

3

## Sales

We minimize loss of sales, deleting the offerings of counterfeit products online, using our effective methods of execution. Our deep knowledge and experience allow us to guarantee our clients the completion of the key indicators of effectiveness. Our end mission is to provide maximum result for minimum spendings.



# Smart brand protection

1

## Unique set of law constructions

Which are adapted for 72 jurisdictions, which allows to prevent 75% of violations on any territory without lawyers.

2

## Daily monitoring and analysis of threats

BRANDPOL system tracks and analyses threats for your brand on daily basis, scanning websites, social networks and marketplaces in 175 countries on 30 languages.

3

## Determining and elimination of the business risks

Unique technologies of monitoring and analysis of information on the Internet and DarkWeb, which will help find and eliminate business threats, connected to illegal use of your trademark.

4

## Determining of scammers

This allows to determine the sellers of counterfeit products, violators of the marketing policy and other scammers, eliminate these threats.



# Our unique abilities



Unique system of technical vision



Unique identification system of the owners of websites



Cover 175 countries with our technology



Offices in 75 countries



Unique system of analysis of the prices of competitors



Integration with 2760 market places across the world

# The main threats, which we can eliminate



- 1 Fishing**  
The kind of internet scam, which has the aim to get access to confidential data of the users, such as logins, passwords, phone numbers and bank cards
- 2 Scam websites**  
Websites, which are using your trademark in order to mislead people and get their money, spam and other kinds of illegal ways of business activity
- 3 Illegal online sales**  
One of the kinds of illegal product sales and services on the internet
- 4 Clone websites**  
Clone websites, which fully copy design and functional qualities of the original website with the aim to confuse the users and to still their money
- 5 Untruthful partnership**  
Posting wrong information about partnership with the aim to mislead the users of the websites, attract their attention and trust
- 6 Grey import**  
Importing the products with violation of the boarder laws, not declaring or wrong declaring of the products, lowering the price, or not paying the boarder fees, not having documentation or using fake documents.
- 7 Counterfeit product sales**  
Selling products, made with violation of the intellectual rights of the owner.
- 8 Violation of partnership policy of sales**  
Violation of the basic policy of sales agreed with the partner, including pricing, territory limits and other terms of sales.

# Compare our abilities with the competitors



## BRANDPOL platform

Automatic threat analysis system (**ABC analysis on 40+ indicators**)

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Automatic valuation of finance condition of the violator (**Financial scoring**)

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Localized business process in relevance **with the local laws** of more than 60 countries

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Automatic threat **protection 24/7/365**



## Our competitors

**Not correct system for threat analysis of the websites,** or it's absence

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**Absence of automatized analysis system** of able-to-pay violators (financial scoring)

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**Manual work,** limited with working day of the specialists, weak accounting

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Work in **limited jurisdictions** in English

# The widest coverage on the market

The time to going into industrial exploitation is 10 calendar days after receiving the power of attorney from the trademark owner



**172**

Countries in search

**30**

Languages of search

**75**

Countries of presence

**10 mln.**

Million of websites  
monitored

**12200**

Market places

**50 млн.**

Million search requests  
daily

Clients of the BRANDPOL Group

# International companies, trusting us for many years



We are members of associations:



BRANDPOL LLC  
13-18 City Quay, Dublin 2, D02 ED70, Ireland

Strictly confidential

8

# Frequently asked questions

## Why are you concentrating on violations in the Internet?

Internet is the largest driver of sales, not less than 70% of sales start in the Internet. If you do not control the Internet, you do not control the usage of the brand, the real sales. Not many companies are able to deliver this service with good quality. To protect their rights people across the world, go to lawyers, but they are not able to control millions of cases of trademark usage, thousands of cases of sales. They are left with two options: either to not pay attention to the internet, or come to us. We deal with the Internet, and they will go to the courts for compensations.

## What needs to be done to start working with you?

Leave a request on our website [brandpolgroup.com](https://brandpolgroup.com), or call us on +44 161 554 0323

## How much does this cost?

The cost of this service depends on the number of trademarks, unique product names (articles), complications of the jurisdictions. The cost of protection of the interests of an auto company in China will cost more than the same service with a couple of articles in Luxemburg.

Also the price will depend on the fact, if you give us the right to charge compensation from the violators in courts.

We consider the most sensible, systematic approach to the work, where we provide protection in the “Antivirus of your brand” mode and you pay us a subscription fee. You will receive the price in the commercial offer together with the analysis of your situation on the market. Our services will be similar to the cost of one qualified lawyer.

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### **Which efficiency indicators do you show?**

We provide a 100% elimination of violations found. This is important. Each case of commercial usage of your trademark found should lead to, either you telling us that this is one of your distributors, or we will make sure that the unlawful advert is eliminated. Not less than 75% of the cases of unlawful trademark usage are eliminated very quickly, without courts and any legal entities. It does not matter where your trademark is used: online market place, social networks or product aggregators.

How can this be checked? You see the reports about all cases of your trademark usage, we confirm with you the business process of work with the violators, you see all stages of work with each case in the report. We have the agreement on service provision and you can stop working with us any time. We are ready to provide a free trial for large clients.

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### **Do you block websites?**

The process of blocking is done by, either relevant entities upon decision of the court, or information mediators, providing the service of registration of domain names, hosting or market places on accounts which are registered on their website.

We determine the cases of commercial usage, form the proof base and make all the participants of the market to follow the laws. In 100% of the cases all the violations are eliminated. Not less than 75% of the cases of unlawful usage of the trademark are eliminated without going to court and other legal entities.

**I just need to block one website;  
can you help?**

Each case of violation of intellectual property rights is important to us, we do not tolerate these violators. We will certainly help you, performing an analysis beforehand. We will do this quickly and effectively. Specially for you, we have a micro-services section on our website, where everyone, without any difficulty and time wastage, can solve their questions on price monitoring, trademark usage cases, websites and accounts blocking.

**How quickly do you find  
and eliminate the violations?**

The process of finding the violations consists of our specialists asking you some simple questions and make a list of basic search requests. After that, the system monitors the cases of the trademark usage, ignoring those, which are not commercial. Usually this takes one or two days. After the first setting of the system, we conduct monitoring in real time and upload the report on hourly basis.

Elimination of violations is a complex process. The most of them stop the violation themselves straight away, but some of them change their hosting, domain name and run across jurisdictions. In this case it can take up to 3-4 months. We have a large experience of working with violators, that is why it is important for us to follow the correct order of actions without causing additional tension within your distribution network.

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