



Case Study

Retail

Intellectual Property Protection

The client

An American outdoor gear and clothing brand that specializes in fleece, coats, shirts, footwear, and equipment such as backpacks, tents, and sleeping bags. The company sponsors professional athletes from the world of running, climbing, skiing and snowboarding. In addition to selling its products through outdoor retailers, the company also operates through retail outlets spread across the United States and United Kingdom and many others worldwide.

Business challenge

Our client was faced with the erosion of its brand value due to the sale of counterfeit versions of its products on auction websites such as eBay and other e-commerce sites. The company sought to implement an online brand protection strategy to support its enforcement activities. Its key objectives were to protect its intellectual property, reduce the availability of counterfeits in the market and combat unauthorized sales.

Solution

Netscribes works strategically with clients to monitor and gather intelligence on suspicious online seller activity, such as low pricing, appearance of counterfeited products, and IP infringement such as trademarks, logos, images and other types of branded content.

Here's what we did:

- Monitored over 7000 websites per day for suspicious listings including:
 - Auction sites
 - Business-to- business (B2B) websites
 - Business-to- consumer (B2C) retail websites, such as Amazon
 - Social networking sites, including blogs, chat rooms, and message boards
- Daily reports were sent to the client so that appropriate action could be taken by the brand's legal partner.
- Netscribes tracked one of the largest infringers, who caused the highest risk to the brand, and consequent action was taken.

Benefit

Netscribes' solid internet monitoring and enforcement program led to:

- A reduction in the number of IP infringements/counterfeit products on ecommerce platforms
- Drastic reduction in the financial losses due to IP infringements/counterfeit products
- Protection of brand integrity and reputation among brand consumers
- A decline in the cost of managing the client's online enforcement program

Find out more about how we help clients accelerate online and in-store growth.

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