

# How to Spot Fake Goods Online

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# Adding Value

Online Brand Protection protects both in the short and long term.



**Protect**  
**Revenue**



**Safeguard**  
**Reputation**



**Protect**  
**Customers**

Look after your consumers by shielding them from dangerous counterfeits and scams online.

# Brand Threats

We tackle a multitude of brand threats across various online channels.



COUNTERFEITS



TRADEMARK  
INFRINGEMENT



COPYRIGHT  
THEFT



DESIGN/PATENT  
INFRINGEMENT



UNAUTHORISED  
SALES



IMPERSONATION



REPUTATIONAL  
DAMAGE

 MARKETPLACES

 SOCIAL MEDIA

  SEARCH ENGINE/WEBSITES

 DOMAINS

 APP STORES

 NFT STORES



Insightful online monitoring  
Powered by SnapDragon



## Monitoring

Proactive Automated Searching



## Detection

AI Enhanced Identification

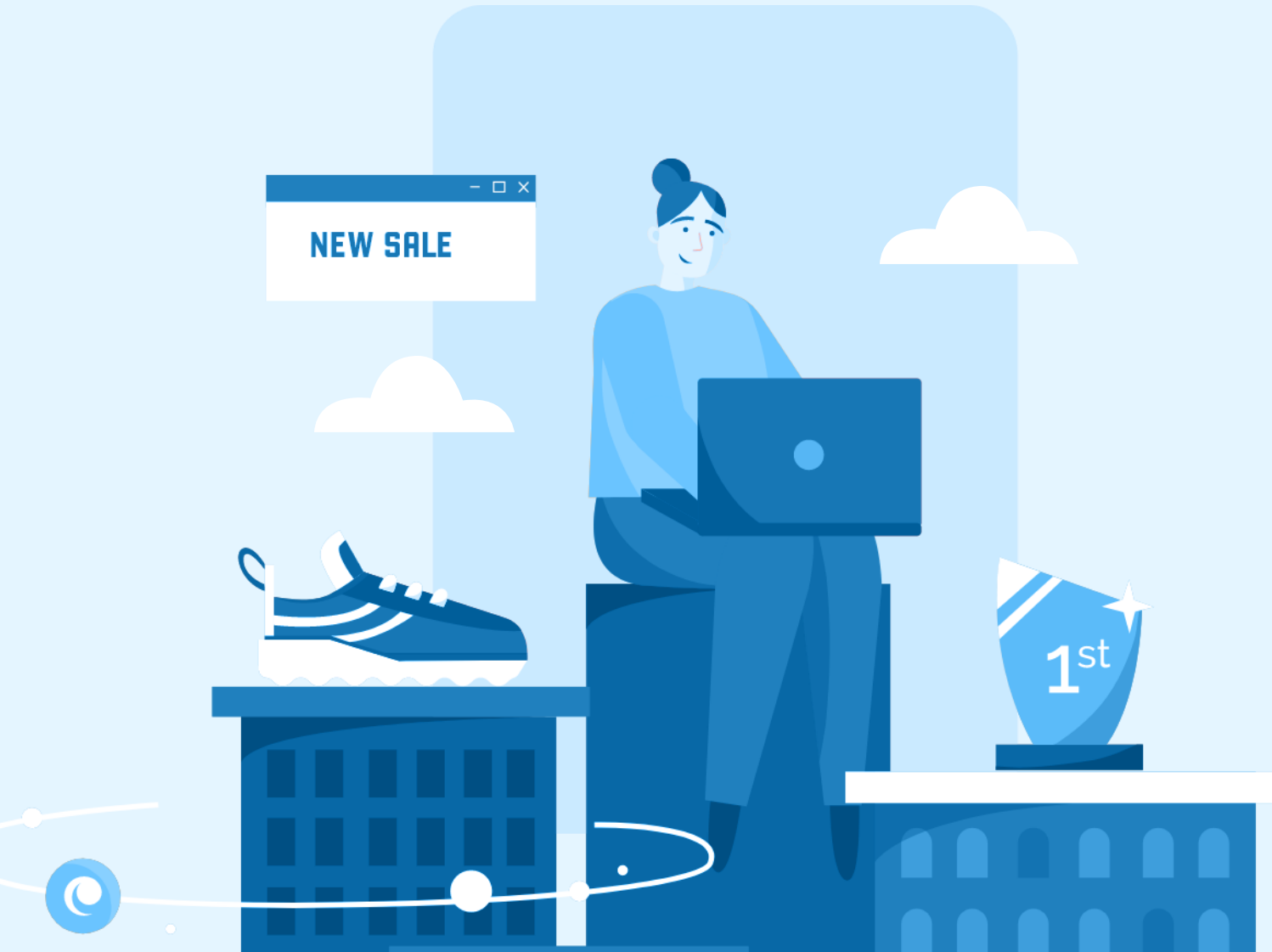


## Enforcement

Robust Infringement Removal

## Investigation

Online Intelligence



# Thank You

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