

PROTECTING YOUR BRAND AND CONTENT RIGHTS ONLINE

Traceability

Authentication

Business Intelligence

IP Enforcement



Authentix[®]
ONLINE BRAND PROTECTION

GLOBAL LEADER IN BRAND MONITORING & INVESTIGATIONS

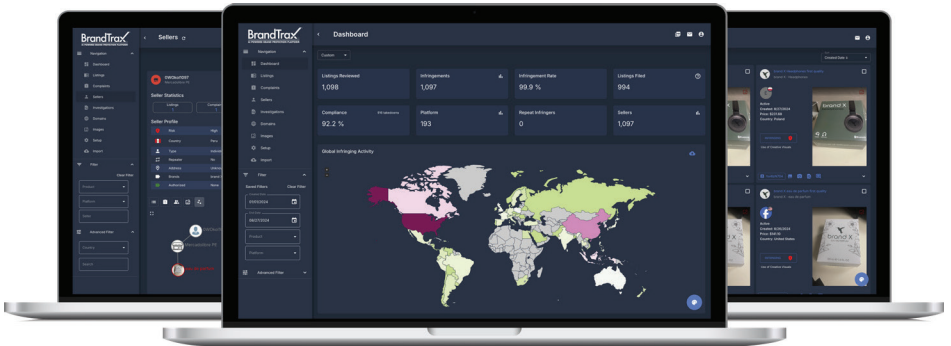
We are the only global provider to offer complete end-to-end online monitoring and enforcement solutions to protect trademarks, copyrights, designs, brand image and commercial reputation. We identify and investigate online infringements, and resolve issues through takedowns, settlements, and judicial or administrative action. Authentix deploys efficient and scalable solutions, powered by machine-learning software technology and image-matching algorithms, to reduce online infringements and counterfeits in hundreds of marketplaces, social media platforms and websites by over 90% in many cases. Authentix has offices in North America, Europe, Middle East, Asia, and Africa with specialized teams in India and China to conduct online and offline investigations.

EXPERTISE/SOLUTIONS



Online Marketplace and Social Media Monitoring

Our proprietary machine learning based software BrandTrax™ and multilingual team of experts monitor listings on 500+ global e-commerce marketplaces to identify infringements and enforce our client's legitimate IP rights. We identify repeat offenders, seller clusters and high value targets (high volume illicit sellers) for additional offline action. We also have the technology and investigative skills to reveal associated networks, individuals and physical locations. We identify instances where IP is being infringed and offering counterfeits whilst targeting closed groups and pages.



Brand Protection Case Management System

CaseDynamx helps your brand easily manage all of your claims, takedown services, online or offline test purchase evidence, and add records of law enforcement investigations or legal actions regarding infringement, copyright violations, or the detection of online counterfeit products. CaseDynamx case management goes beyond just identifying and detecting infringement claims and helps our clients be proactive in pursuing remedies and track each case throughout its lifecycle while retaining all records during our entire contract period.

ADDITIONAL SERVICES AND SOLUTIONS



Rogue Website Remediation

Authentix investigates illicit sites that promote, sell, or advertise counterfeit goods and work to establish links between them to assist rights owners in shutting down the sites through law enforcement. In addition, we ensure that these sites do not benefit from the flow of advertising revenue.



Mobile Marketplace Monitoring

We identify and remove objectionable and infringing use of brand names or content across major global and country-specific mobile app stores.



AdWords and Content Surveillance

We file complaints against advertisers who are out of compliance with search engine policies and identify and remove infringing activities found on organic and pay-per-click search results.



Surveillance of the Darknet

Authentix monitors brand misuse on the Darknet, an anonymous private network used beyond the boundaries of the Internet through non-standard protocols and ports.



Domain Name Abuse

We identify registered domains that are violating trademark rights and provide pertinent advice on effective enforcement options; the range of options includes filing proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP) before the World Intellectual Property Organization (WIPO), which we handle on behalf of our clients.

VALUE DELIVERED

BY THE NUMBERS

- Over one million infringing listings removed every month for clients on B2B and B2C marketplaces around the world.
- Over 1,000 websites and over 100 pirate network sites shut down annually via regional site blocking orders and other legal action.
- 90% and above success rate for takedowns on most major marketplaces.

HOW WE DO IT

SUPERIOR TECHNOLOGY

- 24x7/365 tech-driven fully managed service
- Seller-based risk assessment – Machine-learning based risk scoring and seller clustering to identify global hot-spots and focus on high value targets
- Superior technology enabled by the latest generation AI
- Case Management system is able to efficiently handle high volume of data

EXPERIENCED TEAM

- 150+ analyst team with in-house legal expertise, the largest team in Asia
- Four million WeChat micro-taskers used for investigations in China
- Multilingual contractors in 20 countries
- Partnerships – direct access to most major marketplaces and social media channels to resolve infringement issues

DELIVERABLES

- Actionable reports – investigate large networks, take down infringing listings and track ROIs and KPIs
- Online to Offline – Intelligence services to help your brand conduct online to offline investigations in China and throughout Asia. Our team can help support you in gathering evidence and preparing information for your case.

MEMBERSHIPS



ACACAP

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ASIA APPAREL INDUSTRY ASSOCIATION



ACG
THE ANTI-COUNTYFEITING GROUP



LACC
EUROPEAN APPAREL AND FOOTWEAR ASSOCIATION

AMERICAN
APPAREL &
FOOTWEAR
ASSOCIATION

union des
fabricants
unifab

AFRICA | ASIA | EUROPE | MIDDLE EAST | NORTH AMERICA