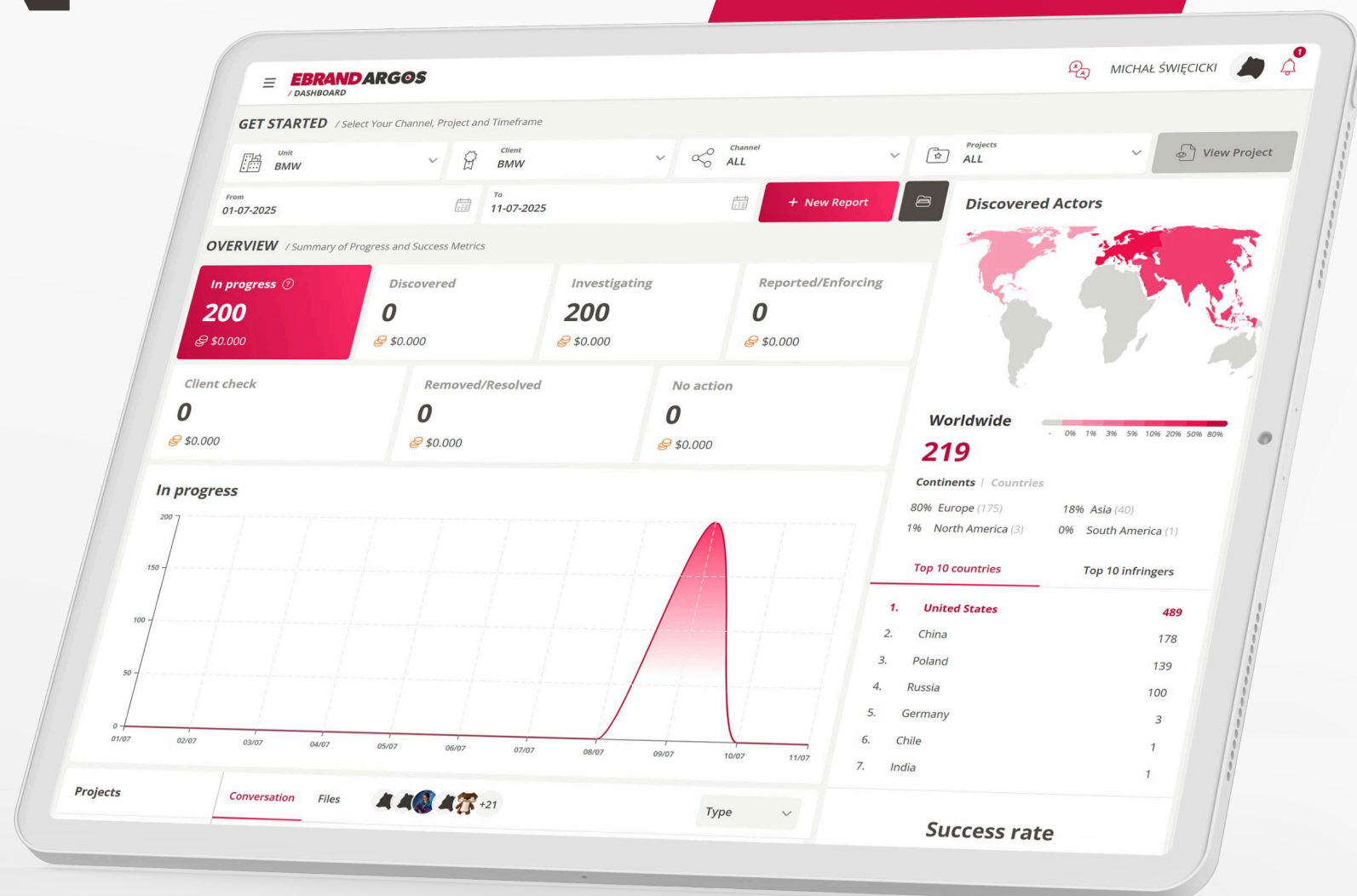


Boost and protect your business in the digital age



ONLINE BRAND PROTECTION



01

With fake shops, counterfeits, and infringements on the rise, strengthening and securing your business is more important than ever. You can safeguard your brand, reputation, and revenues, while protecting your customers from harm, with the right brand protection strategy. Discover effective tools, global insights, and streamlined strategies for your brand's future right here.

Facts and trends



2/3 of humanity is online - More than 5 billion people, including 91% of the EU population, use the internet. With over 350 million domain names today, businesses grow, and so do scammers.



Ecommerce will reach \$8.1 trillion by 2026. Brands must protect their ecommerce channels to reap this revenue, yet 52% of U.S. consumers lost trust in a brand after buying counterfeits.



Counterfeit products cost the global economy over \$500 billion annually, 3.3% of world trade. Counterfeit and pirated products in the EU amount to 5.8% of all imports, while 29% of UK consumers admit to buying counterfeit goods.

Common challenges to organizations

- Understanding brand landscape and commercial activity
- Detecting fake shops, rogue websites, and counterfeits listings
- Protecting against IP infringements targeting trademarks, copyrights, patents, and designs
- Controlling grey market sales/ parallel imports
- Launching products and analyzing market trends
- Protecting market share and recovering revenue
- Acquiring new distributors and expanding the sales network
- Stopping brand impersonation and copycat websites
- Regaining redirected web traffic
- Monitoring and countering NFT infringements
- Investigating high-profile actors, online and offline



02

Solution

EBRAND defends your products and services from infringements, counterfeits, and brand abuse. This starts with ARGOS, our brand protection platform. ARGOS secures your intellectual property rights, streamlining distribution, protecting revenues, and reinforcing your online presence. This data-rich, AI-powered platform, along with Deep Vision OCR searches, equips your entire team with accessible solutions and a smooth user experience. Using advanced, real-time filters and algorithms, ARGOS delivers the highest level of automation in the industry, supported by experts in local markets.

We also provide an offline investigation service for any brands wishing to combine ARGOS with physical insights and enforcement.

Our workflow



1

Monitoring and Detection - Brand, product, keyword, and image search and retrieval, both conventional and with Deep Vision AI searches.

2

Analysis - With advanced machine learning, our expert team rapidly analyzes thousands of extracted listings to identify potential infringements.

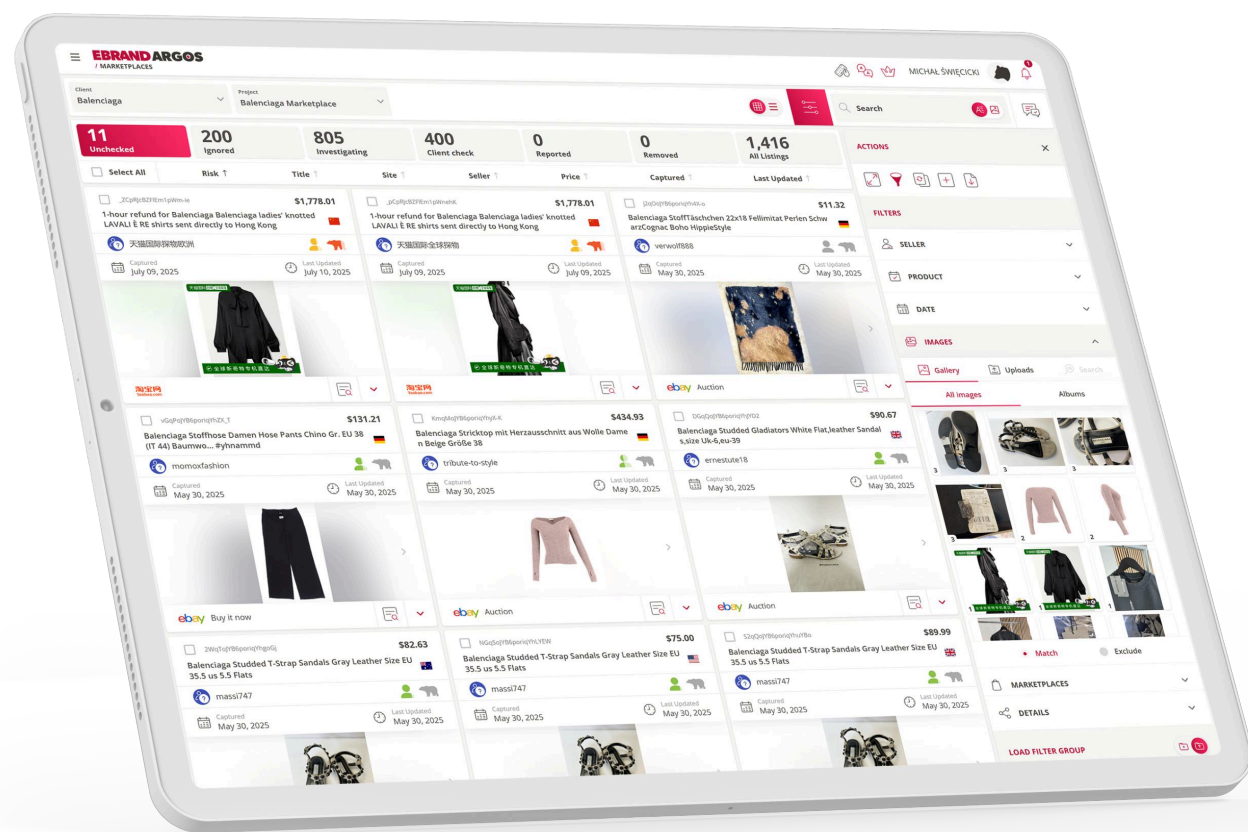
3

Enforcement - Our multi-lingual team of IP lawyers and analysts handles take-down requests on infringements to ensure swift enforcement.

4

Reporting - The ARGOS portal supplies dashboards to track success. Additionally, the service team provides custom reports on demand.

Our multi-functional platform manages end-to-end online brand protection programs using the groundbreaking EBRAND approach: Mirroring consumer behavior through AI, smart monitoring, and filtering.



Enjoy smart searches and analysis with Deep Vision AI



Filter infringements and automate your threat scoring



Continuously collect infringer profiles and statistics



Use a multi-language portal (EN, FR, DE, ES, NL, PL, CN, RU)



Engage with intuitive functionalities (tags, comments, search)

Multi-channel monitoring, analysis, and enforcement

- **Websites** - Extraction of websites and fake shops via a wide array of data sources, including top search engines coupled with daily domain registration data
- **Webstores** - EBRAND covers popular ecommerce platforms to search through millions of active web stores
- **Online Marketplaces** - Infringement search and retrieval from the most complete list of all popular online auction sites/marketplaces/ data sources globally
- **Social Networks** - We can scan all relevant social networks globally
- **App Stores** - We search the most popular public and private app stores to detect fraudulent/pirated apps
- **NFTs** - Monitoring NFT marketplaces for freshly minted NFTs

Argos portal features and workflows

- **Product title and website content/ description** - Identify keywords in content, including hidden meta tags and product listing data
- **Multi-currency sales prices** - Quickly find goods in 171 currencies
- **Real-time filters** - Fast fluid filters instantly adapt the view of products
- **Whitelisting / Blacklisting** results and sellers
- **Customized end-to-end workflow** management and activity logs
- **Enforcing infringements** via one-click reporting
- **Reporting function and dashboard** to track success and adjust focus
- **Storing evidence**, including historical data and images to support successful case building