Online Brand Protection

One of the key challenges facing businesses today is how to establish and execute effective online brand protection strategies without expending valuable in-house time and resources. Novagraaf's new Online Brand Protection services help businesses to meet that "more with less" challenge by integrating and automating monitoring and enforcement to take the pressure off in-house teams. Via a single log-in, this unique service will enable you to rapidly and cost-effectively safeguard your valuable IP assets and protect your customers in today's complex digital environment.

Meeting the online brand protection challenge

If brand owners are to meet the threat of online infringement, they need to be able to act quickly and proportionately, and with minimal disruption to their internal teams. That's why Novagraaf has developed a combined online monitoring and rights enforcement solution that:

- Detects threats to a brand by type (apps, domain names, marketplaces, social media, web content) to predefined criteria;
- Triggers pre-agreed automated workflows (takedown, cease and desist, etc) proportionate to the threat;
- Captures the infringement in a centralised online case management system (CMS) to enable reporting and pattern tracking; and
- Is fully integrated into the Novagraaf Group's IP advisory services, so that you can benefit from additional assistance and advice, as required.

Novagraaf's Online Brand Protection services include an initial survey of the online threat landscape to generate a preliminary report of your brand's general online condition. This is used to determine the parameters of the monitoring and enforcement phases to best meet your goals and to pre-specify the necessary actions, the budget (per brand/module) and the triggers for any additional strategic activities.

A new way to do 'more with less' online

Our smart technology provides instant access to predefined results, enforcement workflows and tailored attorney advice. This means:

- Enforcement actions are predefined, reducing the demands on your in-house teams;
- Common tasks are automated via the CMS, so that enforcement activities are rapid and cost-effective;
- Activity is targeted by type of threat;
- Monitoring and enforcement results are available via a single portal, combining analyst and attorney expertise;
- Service is backed by Novagraaf's global network of IP attorneys, enabling additional enforcement activities to be taken rapidly and strategically, irrespective of geography.

Monitoring services

Our monitoring services comprise five modules, each designed to address threats to your brand in the different online content channels:

Apps · Domain names · Market places · Social media · Web content
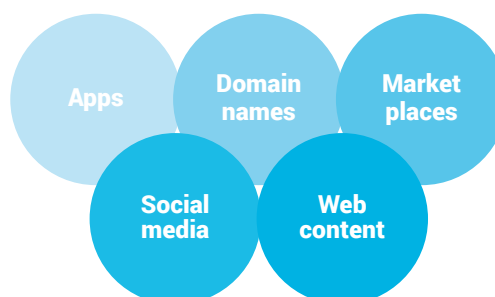
App Monitoring

Novagraaf's app monitoring module detects apps and app publishers that mention a brand in the app name or as part of the publisher's name, providing brands with the insight they need to evaluate and take action.

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Domain Name Monitoring

Our domain name monitoring service automatically identifies unauthorised use of a brand name in newly registered domain names. Having identified and assessed risk, we work with businesses to determine appropriate courses of action or proactively take action as pre-agreed on their behalf, from simple surveillance of the potential threat to takedown actions and UDRPs.

Marketplace Monitoring

Our targeted marketplace module detects potential infringements on major ecommerce platforms, such as eBay, Amazon, Alibaba, AliExpress, Tmall.com, Taobao and IndiaMART, with a focus on China. The module's initial screening provides valuable insights on how branded goods and services are being sold in the ecommerce market, and focuses further on the detection and removal of threats identified in this initial screening.

Social Media Monitoring

Our dedicated monitoring and enforcement module detects potential brand infringement across all major social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, WeChat (China), Weibo (China) and VKontakte (Russia), and is designed to identify infringements on several levels, including account name and public feed.

Web Content Monitoring

Our web content monitoring module detects potential infringements in the online content of websites indexed by major search engines, whether or not the brand appears in the domain name. This includes identifying threats to a brand on websites appearing in major search engine results, in links, page content, images (using image recognition technologies) and metatags.

Enforcement services

At Novagraaf, we know that online monitoring is only part of the solution for brand owners. To make it as easy and cost-effective as possible for you to take action, we have linked and automated our enforcement services, so that you can obtain quick and instant results without having to review pages of monitoring results and instruct every single activity.

Based on our pre-agreed strategy, targets and budget, we will make 'precision strikes' on your behalf. Importantly, our service enables you to record and track activities through a web-enabled and fully secure advanced CMS, which is provided as part of the service and incorporates predefined workflows to streamline operations and expedite enforcement.

The CMS will allow your team to take a smart approach to infringement management, by capturing centralised data, evidence and records they need to identify repeat offenders or recurring infringement. It also allows users to prioritise a variety of activities; for example, by selecting to simply monitor emerging or potential threats, or to flag activities that may necessitate further action.

Depending on the size and type of threat, Novagraaf will advise and execute the relevant enforcement services via this same CMS portal, including:

- Standard enforcement (first strike): Notice and takedown letters or emails, cease and desist letters, and the standard procedures offered by platform operators are pre-agreed and automated via the CMS;
- Advanced enforcement (proportionate second strike): Follow-up activities may be necessary, and will be discussed, agreed and tailored by type of threat/module, including UDRP and URS for domain names; and
- Litigation (if required): Critical cases can be escalated to litigation, where disputes cannot be resolved through our standard or advanced procedures, or when those have been exhausted, through our network of select partners.

Additional ad hoc services are also available in Novagraaf's suite of Online Brand Protection services. These include test purchases, in-depth investigations and reputational monitoring.

Why work with us?

- As specialist attorneys responsible for clients' IP strategy and implementation, we have the knowledge, background and global reach needed to integrate online brand protection seamlessly into the larger IP landscape of your business.
- We've developed an intelligent and fully web-enabled service that will inform you of relevant results, offer practical solutions in line with your wider IP strategy, and make effective strikes on threats to your online brand presence.
- We have combined smart technology with attorney expertise to develop Online Brand Protection services that capture the full risk picture online, facilitate enforcement actions and detect threat patterns to better track and take action against infringement.

Get in touch

To find out more about Novagraaf's services or for specific support, please contact our experts at:
brandprotection@novagraaf.com

Standard Enforcement

Advanced Enforcement

Litigation

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