

Brand Protection & Anti-counterfeiting Services

Counterfeit activity is a menace to all modern businesses, affecting their profits, their reputation and, in some cases, the safety of their consumers. But, so persistent is the traffic in fakes – particularly online – that it can be difficult for companies to know where to start.

To develop an anti-counterfeiting strategy that is appropriately targeted, brand owners first need to assess the threat by gathering intelligence on:

- The source of the goods, distribution channels (off- and online), ports of entry and local instances of infringement;
- The types and volume of products affected, estimated damages and desired benchmarks for reducing the impact.

Novagraaf's off- and online anti-counterfeiting services help brand owners to create and implement strategies to measure and combat counterfeiting, including advising on appropriate preventative measures.

Tackling the offline threat

A variety of tools are at brand owners' disposal to act against counterfeit activity once it has been identified, but techniques to identify and prevent activity are of particular importance.

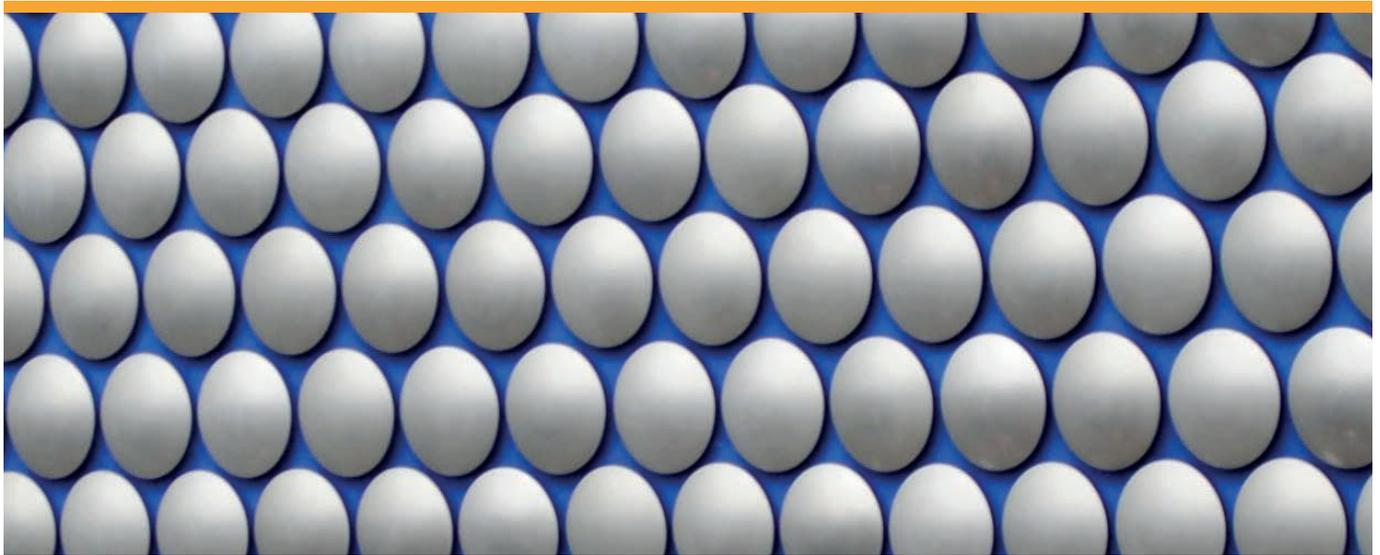
Our experts work with brand owners to:

- Ensure key brand and product names are registered as trademarks, and innovative design features as design rights, enabling owners to seek legal redress for any unauthorised use of those trademark or design rights (e.g. for the manufacture, distribution and sale of trademarked goods);

- Raise awareness of the issue within clients' businesses by educating staff, business partners and customers, and by providing specific training for those employees that are on the ground to help them recognise and report counterfeit products;
- Actively monitor the off- and online markets, recording, reporting and carefully analysing the findings in order to define routes of action that are proportionate to the threat;
- Work closely with law enforcement authorities such as the Border Force (customs) and local Trading Standards offices that have a statutory duty to enforce the criminal provisions of the Trademarks Act; and
- Take enforcement action where appropriate.

Novagraaf acts as a single point of contact for brand owners to implement necessary preventative and enforcement strategies. We work with in-house legal teams and external investigators to monitor and investigate physical marketplaces, shops and trade shows for infringing goods. We work with local law enforcement to ensure the seizure and destruction of infringing goods. We work with customs authorities to take immediate action when suspicious goods in transit are identified.

Our Customs Recordals service facilitates this process by ensuring the proactive filing of recordals with customs authorities in key markets for manufacturing, sale and transit.



Brand protection online

Continuous and persistent enforcement in the online environment is key to tackling counterfeiting. It sends a clear message to infringers and enables businesses to gain a clear picture of the threat, and the returns on investment in this area.

Our Online Brand Protection services monitor domain names, marketplaces, social media, website content and mobile apps for infringement. We employ sophisticated technology to: monitor online threats according to predefined criteria; trigger pre-agreed automated enforcement workflows (takedown, cease and desist, etc) that are proportionate to the threat; and capture the infringement in a centralised online case management system (CMS) to enable reporting and pattern tracking. Via a single log-in, this unique service will enable you to detect and map the trade in fakes, and to act promptly against counterfeiting and IP theft once it is identified.

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.

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 your off- and online brand protection approach seamlessly into the larger IP landscape of your business. We provide brand owners with a single point of contact for their anti-counterfeiting and brand protection activities, offering a consistent and comprehensive approach, providing regular reports on progress and advising on new tools and techniques for better targeting the sources and channels of infringement.

International agent network

Novagraaf maintains a large global network of specialist agents. This gives us the global reach and local presence that is necessary to act locally and rapidly to monitor and enforce anti-counterfeiting and brand protection programmes. Through this network, we can be the extra set of eyes effectively protecting your IP rights on a global scale.

Get in touch

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