GETTING THE BEST RESULTS FROM A GLOBAL ANTI-COUNTERFEIT POLICING SEARCH

ipw
SYSTEMS

innovationprocessworks

Table of Contents

Global Anti-Counterfeit Policing

Have you used the Global Anti-Counterfeit Search Report and want to monitor this on a monthly basis?

The Global Anti-Counterfeit Policing Report searches the world-wide web for instances where the term(s) searched are possibly being used on goods or services without the owner's consent. This product allows you to identify, on demand, companies and/or websites that are mentioning or distributing your branded products or services without permission.

ANTI-COUNTERFEIT CASE STUDY

One of our national-leading clients in the manufacturing industry came to us out of pure curiosity. They wanted to know if what we claimed about finding counterfeit content was actually true. After running a single Anti-Counterfeit search with links to hundreds of websites full of potential infringers, we came across multiple websites who were infringing on their brand by selling products under their name, resulting in a colossal loss of revenue. Needless to say, they're now a happy client of ours.

Global Anti-Counterfeit Policing

Getting Started

1. Under the "Reputation" tab below Enforce It Products, select "Add" next to Global Anti-Counterfeit Policing. Here you will find the option to search by term.

Global Anti-Counterfeit Policing

Getting Started

2. After typing your search term in the window, click "Proceed to Checkout" and fill in all required details.
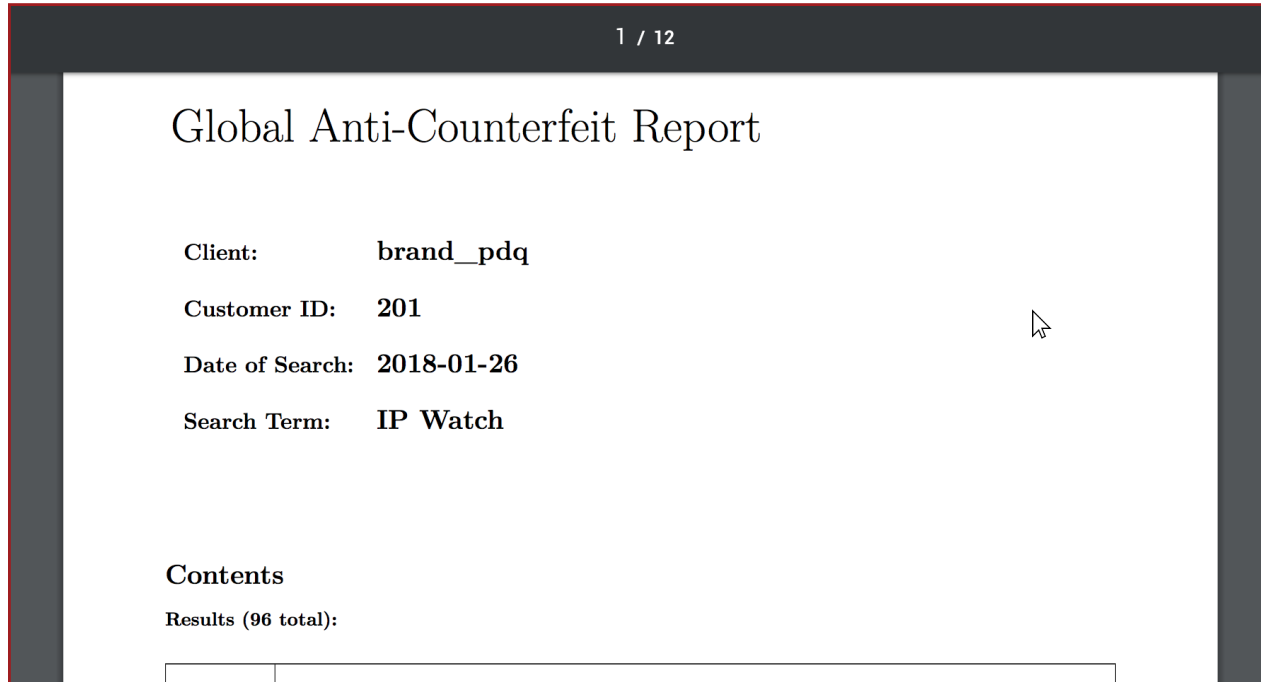
Global Anti-Counterfeit Policing

Getting Started

3. After completing all details, you will be brought to this window. After loading, an animated icon will appear below the PDF column under the red Enforce It Reports section. Click this icon once ready.

Global Anti-Counterfeit Policing

Getting Started

4. Your results will appear in a new tab. Scroll down to view all results.

HAPPY SEARCHING!

ipw SYSTEMS

innovationprocess**works**