

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



innovationprocessworks

Table of Contents

Global Anti-Counterfeit Policing Search Overview	3
Understanding How the System Works	4
Anti-Counterfeit Case Study	4
How to Run a Search: Getting Started	5

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

The screenshot shows the BRAND PDQ website's cart page. The top navigation bar includes 'Dashboard', 'Archive', 'Recurring', 'Cart', and 'Account'. The main heading is 'Cart'. On the left, there are two sections: 'Search It Products' with dropdowns for 'Global', 'USA', and 'Franchise'; and 'Enforce It Products' with dropdowns for 'Trademark' and 'Reputation'. The 'Reputation' dropdown is expanded, showing two items: 'Global Brand Reputation Management Policing' and 'Global Anti-Counterfeit Policing'. The 'Global Anti-Counterfeit Policing' item is highlighted with a blue border, and its 'Add' button is being clicked. The main cart area shows the selected item with a 'Term' dropdown set to 'Entire Mark', a 'Recurring monthly fee: \$375', and a 'Remove' button. The total cart value is '\$750' and a 'Proceed to Checkout' button is visible. The footer contains links for 'Privacy Policy', 'Terms of Use', 'Disclaimer', and 'Contact Us', along with the copyright notice '©2014-2017 IPWatch Systems Corporation'.

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

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled 'Cart' and features a sidebar on the left with two sections: 'Search It Products' (with dropdowns for Global, USA, and Franchise) and 'Enforce It Products' (with dropdowns for Trademark and Reputation). The main cart area contains a single item, 'Global Anti-Counterfeit Policing', with a price of \$750. The item details include a 'Term' dropdown set to 'IP Watch', a 'Recurring monthly fee: \$375', and a note: '* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report.' A 'Remove' button is located at the bottom right of the item details. The total price is displayed as 'Total: \$750' with a 'Proceed to Checkout' button below it. At the bottom of the page, there are links for Privacy Policy, Terms of Use, Disclaimer, and Contact Us, along with the copyright notice '©2014-2017 IPWatch Systems Corporation'.

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

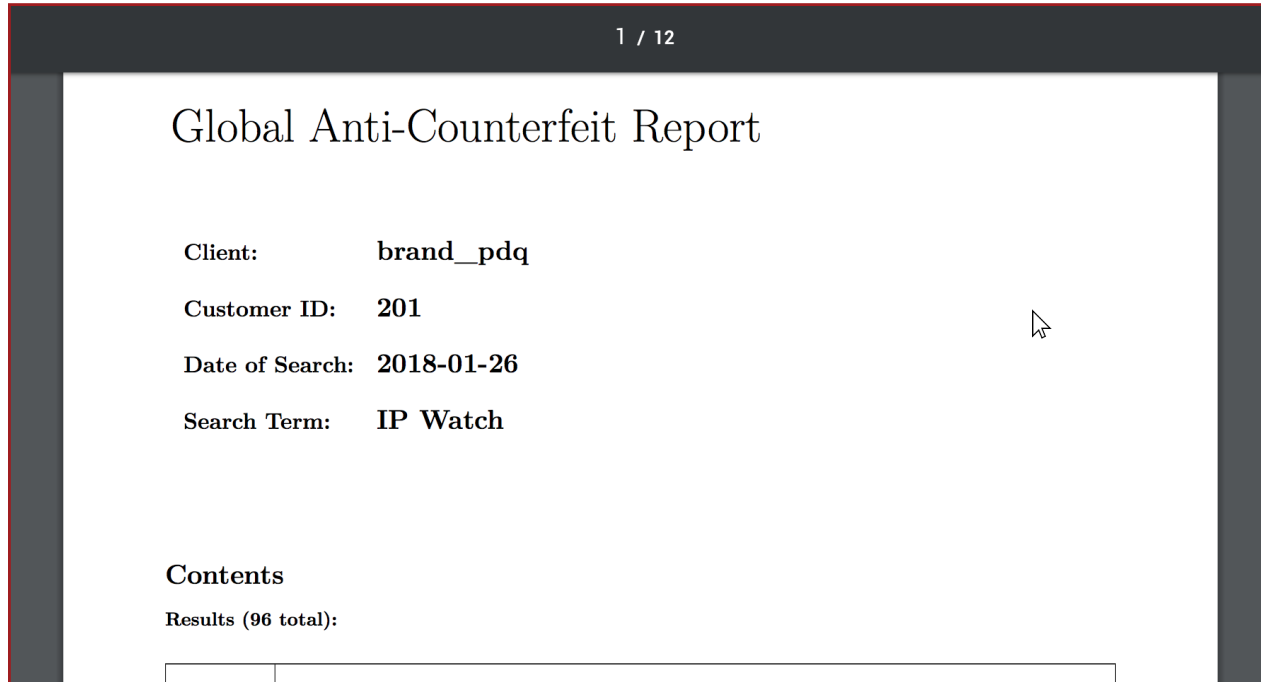
The screenshot displays the BRAND PDQ dashboard. At the top left is the BRAND PDQ logo. The navigation menu includes Dashboard, Archive, Recurring, Cart, and Account, with a Logout button on the right. A sidebar on the left contains dropdown menus for Trademark and Reputation. The main content area shows a table of reports with columns for Type, Report Title, Term, Date, and PDF. Below this is a red header for 'Enforce It Reports' with a search bar and a table of reports. The table has columns for Type, Report Title, Term, Date, and PDF. A mouse cursor is pointing at a PDF icon in the first row of the 'Enforce It Reports' table.

Type	Report Title	Term	Date	PDF
Reputation	Global Anti-Counterfeit Policing	IP Watch	01-26-2018	
Reputation	Global Brand Reputation Management Policing	Brand PDQ	01-26-2018	
Trademark	USA Comprehensive Trademark Policing	Brand PDQ	01-25-2018	

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!



innovationprocessworks