

GETTING THE BEST RESULTS
FROM A GLOBAL
ANTI-COUNTERFEIT SEARCH



innovationprocessworks

Table of Contents

Global Anti-Counterfeit Search Overview	3
Understanding How the System Works	4
Anti-Counterfeit Case Study	4
Boolean Search	5
How to Run a Search: Getting Started	6

Global Anti-Counterfeit Search

Do you want to be aware of all instances where your brand or company name is being used?

The Global Anti-Counterfeit Search searches the world-wide web for instances where a brand or company name is 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.



LET'S DIG DEEPER.

Each search acts like a Boolean search. For example, if we search “Farmhouse Natural” the search would look like “*Farmhouse* AND *Natural*” query on our database. So, a better search would be “Farm House Natural” to get “*Farm* AND *House* AND *Natural*” query on our database.

EX:

“FARMHOUSE NATURAL”

=

“FARMHOUSE” + “NATURAL”

EX:

“FARM HOUSE NATURAL”

=

“FARM” + “HOUSE” + “NATURAL”
+ “FARMHOUSE” + “NATURAL”

Global Anti-Counterfeit Search

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 is divided into two main sections: 'Search It Products' and 'Global Search It'.

Search It Products: This section is currently set to 'Global'. It lists several services with their respective prices and 'Add' buttons:

Service	Price	Action
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below this list are dropdown menus for 'USA' and 'Franchise'. A red button labeled 'Enforce It Products' is also present. At the bottom of this section are dropdown menus for 'Trademark' and 'Reputation'.

Global Search It: This section shows the details for the selected 'Global Anti-Counterfeit Search' service. It includes a search term input field, a price of \$750, and a 'Remove' button. The total cart value is displayed as 'Total: \$750' with a 'Proceed to Checkout' button.

1. Under the “Global” tab below Search It Products, select “Add” next to Global Anti-Counterfeit Search. Here you will find the option to search by term.

Global Anti-Counterfeit Search

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 is divided into two sections: "Search It Products" and "Global Search It".

Search It Products

Global		
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below the "Search It Products" section, there are dropdown menus for "USA", "Franchise", and "Enforce It Products". Under "Enforce It Products", there are dropdown menus for "Trademark" and "Reputation".

Global Search It

Global Anti-Counterfeit Search \$750

Term:

Remove

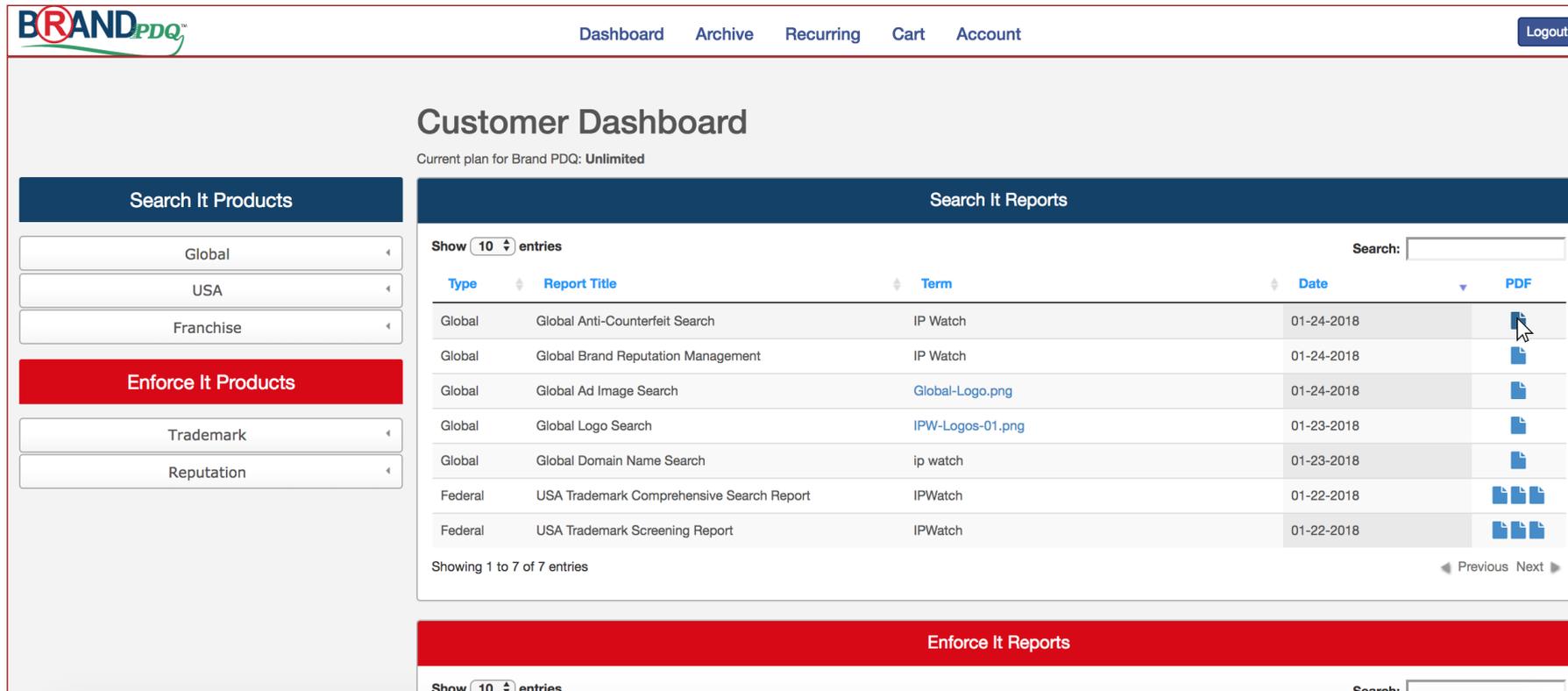
Total: \$750

Proceed to Checkout

2. After typing your search term in the window, click “Proceed to Checkout” and fill in all required details.

Global Anti-Counterfeit Search

Getting Started



The screenshot displays the Brand PDQ Customer Dashboard. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account, along with a Logout button. The main heading is "Customer Dashboard" with a sub-note: "Current plan for Brand PDQ: Unlimited".

On the left side, there are two main sections: "Search It Products" and "Enforce It Products". Under "Search It Products", there are dropdown menus for "Global", "USA", and "Franchise". Under "Enforce It Products", there are dropdown menus for "Trademark" and "Reputation".

The central area is titled "Search It Reports" and contains a table of search results. The table has columns for Type, Report Title, Term, Date, and PDF. The first row is highlighted, and a mouse cursor is pointing at a PDF icon in the PDF column.

Type	Report Title	Term	Date	PDF
Global	Global Anti-Counterfeit Search	IP Watch	01-24-2018	
Global	Global Brand Reputation Management	IP Watch	01-24-2018	
Global	Global Ad Image Search	Global-Logo.png	01-24-2018	
Global	Global Logo Search	IPW-Logos-01.png	01-23-2018	
Global	Global Domain Name Search	ip watch	01-23-2018	
Federal	USA Trademark Comprehensive Search Report	IPWatch	01-22-2018	  
Federal	USA Trademark Screening Report	IPWatch	01-22-2018	  

Showing 1 to 7 of 7 entries

Previous Next

At the bottom, there is a red bar labeled "Enforce It Reports" and another table header with "Show 10 entries" and a search box.

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

Global Anti-Counterfeit Search

Getting Started



The screenshot shows a web interface for a 'Global Anti-Counterfeit Report'. The report details are as follows:

- Client: brand_pdq
- Customer ID: 201
- Date of Search: 2018-01-24
- Search Term: IP Watch

Below the search details, there is a 'Contents' section with the text 'Results (95 total):'. At the bottom of the screenshot, a table header is partially visible with columns for '#', 'IP Watch (95)', and 'IP Watch (95)'. A mouse cursor is visible on the right side of the report area.

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

HAPPY
SEARCHING!



innovationprocessworks