

Anti-Counterfeit Services

Comprehensive Monitoring Service

KEY BENEFITS

▶ **Monitor for Online Risk**

Ability to extensively monitor for brand abuses and fraudulent activity on a global basis to help minimize your risks

▶ **Save Time**

Web-based portal combines WHOIS lookup, real-time brand abuse snapshots and website traffic statistics

▶ **Measure Progress**

Flexible reporting helps benchmark fraud behavior and track follow-up response actions

▶ **Swift Response**

Analysts help identify fraud and suggest possible enforcement options for brand owners

Counterfeit activity not only diverts revenue from legitimate companies but can ultimately damage brand equity and trust. Melbourne IT's Anti-Counterfeit Service helps companies identify potential online counterfeit activity by monitoring brands, logos, digital images and keywords as a means to detect unauthorized use of one or more of them. Case management tools and shutdown request services subsequently enable rapid response by the client or by Melbourne IT on behalf of the client in response to detected instances.

The Bottom Line

Melbourne IT's Anti Counterfeit Service helps companies and organizations detect the online distribution of products and/or information that could be used to perpetrate fraud or damage a company's reputation. This service can help identify unauthorized websites containing content matching the client's selected brands, logos, or images, or to detect spam emails which use or refer to the client's brands. Domain names that imply a connection to a client's brands or identity that is unwarranted can also be monitored.

Prevention Services

Melbourne IT's prevention services include assessment, education, and policy programs. Consultation services are available to assess a company's or organization's current on-line domain processes and vulnerabilities, recommend optimal policies, implement educational programs for employees and end users, and develop a response plan to help companies minimize online counterfeit activity involving their brands and/or reputation.

Detection Services

Our services help organizations detect the most common indicators of what may amount to counterfeit activity including potential instances of:

- Trademark and copyright infringements
- Unauthorized use of logos or content
- False claims of association with the organization or brand
- Attempts to divert customers to unauthorized sites (i.e. typo- and cyber-squatting)

The advanced detection engine identifies suspicious words and images based upon client supplied criteria and then automatically determines whether the combination of elements on the same web page is an indication of brand abuse. The detection engine uses specialized image recognition technology to search for logos or other images that match or mimic the organization's brands. Similar to fingerprint matching, this technology breaks the image into sections and component parts, then applies context-matching rules to determine the number of the components matching the organization's true image. When the detection engine identifies anomalies outside of acceptable parameters, a Melbourne IT analyst receives an alert and performs a secondary analysis. In each case, detection and prioritization is customized based on criteria specific to the client.

Response Services

Response services are often combined with monitoring services to help companies respond to online brand infringement. We leverage our experience in detecting internet fraud, and working internationally with registrars, registries, and Internet Service Provider (ISP) communities, to assist clients with the appropriate action necessary to protect brand equity and trust.

Take the first step today! For more information about our Brand Protection Services, please visit us at www.melbourneitdbs.com or email info@melbourneitdbs.com.

www.melbourneitdbs.com

KEY DIFFERENTIATORS

► **Scale**

Melbourne IT has a distinguished heritage as Australia's first domain name registrar and has grown into a leading global IT services group.

► **Talent**

It is our talented and dedicated employees who have helped propel Melbourne IT to the top of the industry. By attracting and retaining the best professionals in the business, it is our clients that ultimately benefit.

► **Resources**

Melbourne IT has a team that is experienced in all areas of Online Brand Management; domain name experts and IT professionals who can provide guidance.

