



fighting counterfeiting and piracy online

[www.iptrackonline.com](http://www.iptrackonline.com)

## ***E-Commerce and the Counterfeiting Threat***

**As e-commerce continues to grow, the online counterfeiting industry grows along with it. Consequently there are more websites selling counterfeits and they look more and more professional.**

- > Consumers find these sites without looking for them, on the first page of search engine results. Often they buy from these counterfeiters, unaware that neither the retailer nor the product is legitimate.
- > As companies are increasingly confronted with this problem, it is more and more important to fight it in order to both increase online sales and protect the brand and its reputation.
- > After spending ever larger sums of money to eliminate the visibility of counterfeits, most companies find little or no success, as the websites resurface again and again – often within 24 hours.

IP Track does the fighting for you, offering the only truly efficient, cost-effective alternative to intellectual property protection lawyers. It is the first global solution with proven and quantifiable results. We work hard so that you can rest easy, knowing that your brand is safe.

## ***Our Objectives***

**Primary Objective:** Eliminate the visibility of counterfeits

**1** Consumers should never be presented with the opportunity to buy counterfeits when trying to buy a genuine product, or even when simply looking for information about the brand. You wouldn't let counterfeiters set up shop right outside your flagship store, so why tolerate their presence in online search results?

**Secondary Objective:** Enhance e-business

**2** With counterfeiters no longer marring your brand's territory, consumers will feel more confident buying online, knowing that they will be getting legitimate products. When the only visible sites associated with your brand are its own website, news articles, and authorized resellers, your e-reputation grows stronger.

## *What We Do*

The key to our success is keeping our strategy simple. It can be boiled down to three steps: **Identify, Remove, and Monitor.**

### **1 IDENTIFY:**

The first step is to list all of the websites selling counterfeits of your brand. Identification is done through queries on search engines that target your brand name and key products. We can target all search engines – both major and specialized – in both local and international markets, and in any language. This permits us to quickly target the most visible sites in your most important markets – the sites that potential customers are most likely to find and visit.

### **2 REMOVE:**

The second step is to contact ISPs with a notice of copyright infringement and a request to remove all infringing websites. If necessary, we send multiple notices until the ISPs comply.

### **3 MONITOR:**

Once a site has been identified and entered into our database, it stays there permanently, and our proprietary software checks continuously to make sure it does not resurface online. In addition, search results are under constant surveillance for the appearance of new sites, which are then treated before they can do any harm. With IP Track keeping watch, your brand is always safe.

## A Comprehensive and Global Strategy

### Comprehensive:

- > We can target any product type (leather goods, ready-to-wear, watches, jewelry, etc.).
- > We can target any distribution channel (dedicated merchant sites, auction/marketplace websites, social networks, etc).

### Global:

- > We can work on a global scale or target specific markets, with our actions adapted specifically to any legal jurisdiction and local language

#### SAMPLE RESULTS FROM COMMON HOST COUNTRIES

Nationality of the webhost	Average rate of compliance
USA	95%
Canada	90%
Sweden	90%
Germany	85%
Panama	80%
Ukraine	75%
China	65%
Taiwan	65%
Malaysia	65%

#### > LEGEND:

The rate of compliance is the relationship between the number of websites targeted and the number of positive results.

A result is considered positive if:

- > **The site is taken offline**
- > **The site is forced to change hosts**
- > **The site stops selling counterfeit products**

## The IP Track Proprietary Software

The effectiveness of our work comes from our proprietary software, which takes care of the time-consuming labor so that our consultants are free to focus on analyzing the data and solving specific problems.

Moreover, our work can be complemented by legal action.

Our analysis allows us to clearly identify the most recalcitrant websites and ISPs, so that legal action can be more precisely targeted. We can even determine when websites are linked to a common operation, making the overall fight against counterfeiting more effective and efficient.



Our software allows us to stay a step ahead of continually adapting counterfeiters

## A Visible Impact

We recently took action on behalf of a premium French luxury brand in a two phase mission. The first phase consisted of the protection of the brand territory in search engine results – i.e. searches for the brand name.

### At the end of phase one, we had recorded the following statistics:

In the first 50 results for two different searches, “XXX” and “YYY” [the name of the brand and a common variation], there was not a single website selling counterfeit goods bearing the brand name; at the start, the average rates of counterfeit visibility were 53% and 62%, respectively.

Search Engine	Query	Start %	After 6 months %	After 8 months %
Google.com	XXX	65	0	0
Google.fr	XXX	35	5	0
Bing.com	XXX	60	0	0
Google.com	YYY	70	0	0
Google.fr	YYY	50	0	0
Bing.com	YYY	65	0	0

The second phase of the mission was to **find and eliminate as many counterfeiting websites** as we could:

By using search terms intended to return the maximum number of illegitimate results, such as “**XXX replica handbags**” and “**XXX fake**”, we achieved the following:

We logged **932** unique websites. Of these:

- > **347** have been definitively closed (but remain under surveillance anyway).
- > **369** have been pushed back past the relevant page and visibility threshold.
- > **49** remained online, but have removed all products of the brand.

We sent a total of **1,508 takedown requests**, an average of approximately **100 per week**.

Over the course **15 weeks**, we succeeded in achieving an **82% reduction in the visibility of online counterfeits**, including **complete removal of 42% of available products**.

Our success rate only climbs higher with time and persistence. As time goes on and we continue to send notices to webhosts, the number of domain names definitively closed increases further.

## About IP Track / Insiders Group

Through an innovative approach to the problem of counterfeiting, coming from our work in economic monitoring and intelligence, IP Track has developed a quadruple expertise:

- > **Fighting against the online sale of counterfeits:** sales volume reduction by applying available legal tools (dereferencing, site closure, etc.).
- > **Analysis of the impact of counterfeiting and piracy and public awareness campaigns targeting private and public decision-makers** (articles, seminars, white papers, etc.).
- > IP Track also supports its clients in **ground operations** in fighting counterfeiting, via the organization and supervision of the combined actions of local actors (detectives, public authorities, judicial authorities, etc.).

The IP Track Solution was developed by Insiders Group, an independent French group with an international role, led by its two founders, Mathieu Lamotte and Julien Serres.

## Contact

**Mathieu Lamotte**

130, rue de Rivoli  
75 001 Paris

Tél. : + 33 (0)1 42 22 24 74  
contact@iptrackonline.com  
www.iptrackonline.com