



Investigation Services

It takes 20 years to build a reputation and five minutes to ruin it. Is your brand safe?

Online and offline intelligence is critical to brand protection success. Our Investigation Services team provides the data and intelligence required to take down high-value targets, discover network operators, and to examine specialist focus areas outside the usual scope of your brand protection team.

Our investigation services include:

Counterfeit Infringers

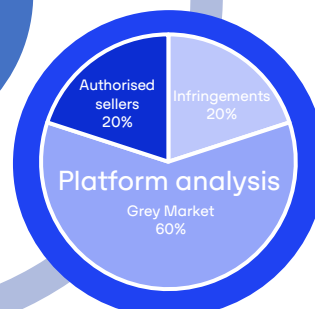


Connecting the dots and giving companies the complete picture

Fraudulent Web-shops

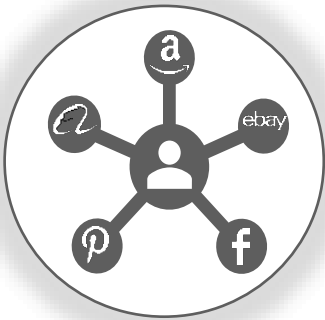


Platform Risk Assessment



Intelligence-led research and targeted investigation

Our on- and offline investigations include:



Counterfeit Infringers

- Identify counterfeit sellers, related companies, supply chain and sales channels (incl. social media).
- Recommend strategy for enforcement options and follow-up actions.



Fraudulent Web-shops

- Identify fraudulent websites, including newly registered domains.
- Investigate network of copycat websites.
- Gather intelligence for consolidated enforcement action.



Platform Risk Assessment

- Research and analyse platforms to establish brand landscape.
- Estimate percentage of infringement, grey market and authorised (re)sellers etc.
- Clear reporting to illustrate the extent of online risk with strategic advice.

Case Study:

We were asked by a pharmaceutical client to find and report on criminal websites. These websites were creating confusion as to the products' origin and posed a safety risk to the end consumer. We were able to support their brand protection efforts thanks to:

- A dedicated and highly skilled investigator providing personal support.
- Sharing strategic advice on available and effective actions.
- Highlighting online targets lead to offline investigations and vice versa.
- Having connections in over 150 countries to make test purchases.
- Using intelligence tools to connect infringers.
- Providing support with a multi-lingual and international team.

