



# Online Brand Protection - Light

## ONLINE BRAND PROTECTION - LIGHT THE SCOPE

This new BRANDIT service aims to support companies in building a straightforward online brand protection program, in order to achieve an effective clean-up on pre-selected marketplaces.

### THE BENEFICIARY

Companies that are interested in learning more about online brand protection and how to tackle infringements concerning their intellectual property rights.

The service addresses brands which either operate on Chinese e-commerce platforms or have a significant presence in China.

### THE ULTIMATE GOAL

**Online Brand Protection – Light** seeks to set up a linear program targeting one agreed Chinese e-commerce platform and investigating the brand's usage and presence online.

The purpose is to provide useful insight that can also serve offline further inquiries.

Online brand protection can represent quite an expensive investment, but with - **Light** companies will be able to gain more experience on the potential infringements concerning their brand while containing the costs.

	Coverage	Notes
<b>Brand</b>	1	We use keywords linked to the products & services, industry, etc.
<b>Platform</b>	1	Alibaba Group or Made in China
<b>Data Monitoring</b>	Included	No volume limitation
<b>Review and Flagging of listings</b>	Included	No volume limitation, up to 2 hours/months
<b>Analysis and Reporting to the final client for instructions / information</b>	Included	Format to be agreed with the client
<b>Enforcement on the platform</b>	Included	Up to 150 takedowns (bulk complaint via the platform)
<b>Price</b>	CHF 500 /month	6- or 12-month subscription
	+ CHF 600 /1x fee per project	Onboarding fee to set up the monitoring and prepare the enforcement documentation (gathering of information re trademarks, IP assets, etc.)