



Protect your brand online with Vorys eControl's Brand Protection Solution

In today's market, the statistics for online brand abuse are staggering.

Brands lose hundreds of billions of dollars each year to counterfeit goods, product diversion and online scams.

Protecting your brand and its intellectual property is more critical than ever before to ensure consumer safety and trust.

Online Brand Protection in an Omni-Channel World

Brands operate across multiple channels such as brick-and-mortar stores, online marketplaces, websites, social media platforms, mobile apps and more. This makes it easier for bad actors to replicate and misuse your Intellectual Property, including trademarks, copyrights and patents in ways that harm your brand. Proactively protecting your IP is essential to safeguarding consumers interacting with your brand online.

Protect your brand online with Vorys eControl's Brand Protection Solution:

- ▶ Counterfeit Goods
- ▶ Fake Domains & Websites
- ▶ IP Infringement
- ▶ Online Scams
- ▶ Rogue ASINs
- ▶ NFT & Web3 Issues
- ▶ Product Diversion

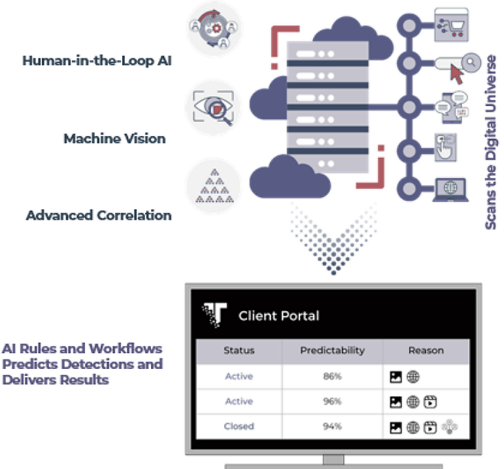


Protecting Your Brand Online: Focus on Impact, Not Activity

Has your brand protection program evolved to meet the ever-changing online landscape? Are you playing the whack-a-mole game, focused on measuring the volume of activities taken and struggling to show a real ROI? Are you spending too much on long-term brand protection contracts that fail to deliver realvalue? Is your brand being placed at risk by vendors' automated enforcement communications being sent on your behalf? If so, it is time for a new approach.

At Vorys eControl, we focus on impact, not activity. We center our program goals on results that align with your business objectives and do all of this on a monthly flat-rate budget. Our program incorporates industry-leading Tracer technology to focus on the most important online channels to your brand, rather than large numbers of low-impact sites. Our experienced brand analyst team interprets and connects critical data analytics for high-value targeting. With experienced attorney oversight of our precision enforcement actions, we understand compliance and legal effectiveness, helping to produce the outcomes your brand needs.

Industry-Leading Tracer Technology



Brand Protection Impact Roadmap

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| Strategy | Brand Landscape Analysis Identify Key Channels & Business Problems Design Program, Obtain Alignment , Finalize Budget & Impact KPI's |
| Foundation | Review & Extend improved IP protection if needed Authorization Letters Prepped Register with Platform Takedown Programs |
| Monitoring & Prioritization | Platform Monitoring & Insights Set-up Advanced AI Detection & Predictors Detections Prioritized |
| Seller & Network Intelligence | Seller & Network Clustering Product Buys & Investigation Vorys Seller Intelligence Database |
| Legally-Compliant Enforcement | IP & Counterfeit Platform Removals Investigations & Negotiations with Platforms Escalated Legal Actions if needed |
| Business Outcomes | Progress Dashboard KPI's on Program Comprehensive Global Data Coverage |



Differentiated Outcomes

By integrating legal strategies, data and insights, and a full scope of enforcement capabilities into one comprehensive solution, we help companies efficiently and effectively:

- ▶ **Protect** their brands across key online channels
- ▶ **Boost** ROI on brand protection efforts
- ▶ **Improve** brand reputation
- ▶ **Mitigating** channel conflict; and
- ▶ **Eliminating** consumer confusion while enhancing consumer trust

About Vorys eControl

Vorys eControl has advised more than 800 companies around the world on how to protect and grow their brands through comprehensive online sales control solutions, leveraging our uniquely integrated deep eCommerce knowledge, specific legal experience and sophisticated data and technology capabilities.

CONTACT US TO LEARN MORE AT
[ECONTROL.VORYS.COM/BRAND-PROTECTION](https://econtrol.vorys.com/brand-protection)

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