

PROTECTION WITH PURPOSE™

# Lawyer Driven, Impact-Focused Brand Protection Strategies



**Vorys eControl** approaches Brand Protection differently. We go beyond mass takedowns by customizing a strategy to address the most critical threats to your brand's revenue, reputation, and long-term success, whether you chose to focus on specific issues or broad brand protection.

## What Makes Us Different?



**Lawyer-Guided, Analyst-Driven:** Your Vorys attorney works with you to customize your brand protection strategy, which is carried out by experienced analysts and investigators.



**Customized Global Monitoring:** Our team customizes monitoring to align with your business goals, focusing on the geographies, websites, and infringement types that matter most to your brand. By avoiding overbroad monitoring, we maximize resources for targeted enforcement where it delivers the greatest impact. We also develop a plan to strategically review and safeguard your IP worldwide.



**Beyond Takedowns:** We go beyond removals to uncover the root causes of harmful content. Our team of investigators, analysts, and attorneys can:

- Analyze infringements to identify the most effective enforcement strategies.
- Identify individuals or businesses behind problematic content, providing actionable intelligence.
- Examine global import/export records to trace unauthorized product distribution.
- Help structure distribution agreements to prevent out-of-territory and grey market sales.

## Key Services:

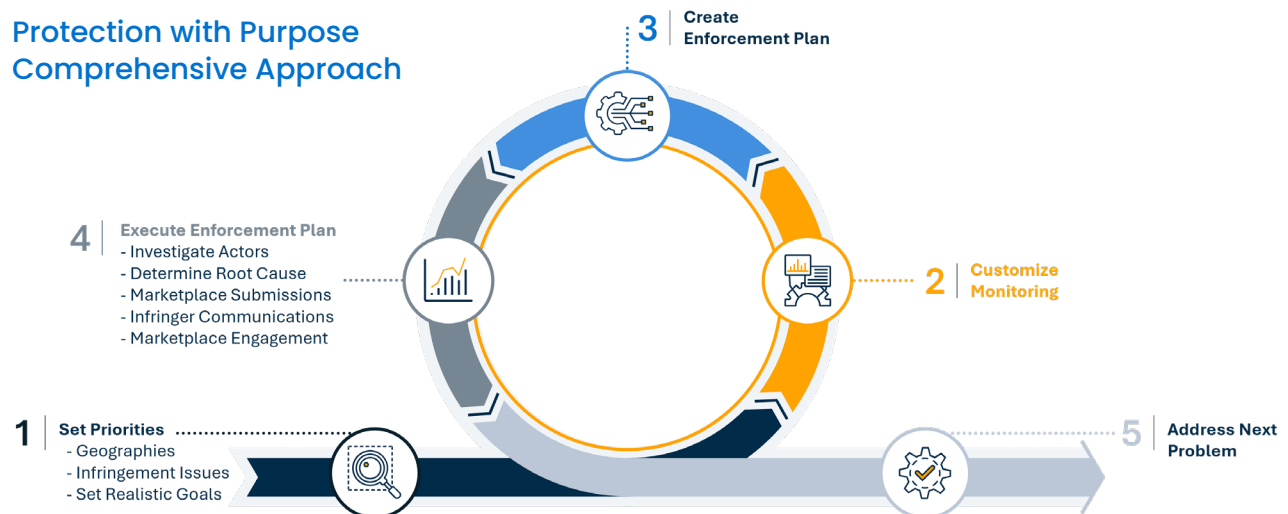
### Comprehensive Brand Protection Solutions:

- Global IP monitoring tailored to your needs.
- Strategic enforcement actions that go beyond short-term fixes to deliver lasting protection.
- Prioritized actions targeting geographies and threats most critical to your brand's success.
- Detection and removal of counterfeit goods to safeguard your brand's reputation, revenue, and customer trust.

### Grey Market Enforcement:

- Investigation of impactful grey market sellers
- Identifying sources of diverted products through customs records
- Coordination of enforcement correspondence to identify product sources

### Protection with Purpose Comprehensive Approach



## Next Steps



**Partner with us** to elevate your brand protection strategy. Contact us to discuss how Protection with Purpose can deliver measurable results for your brand.



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