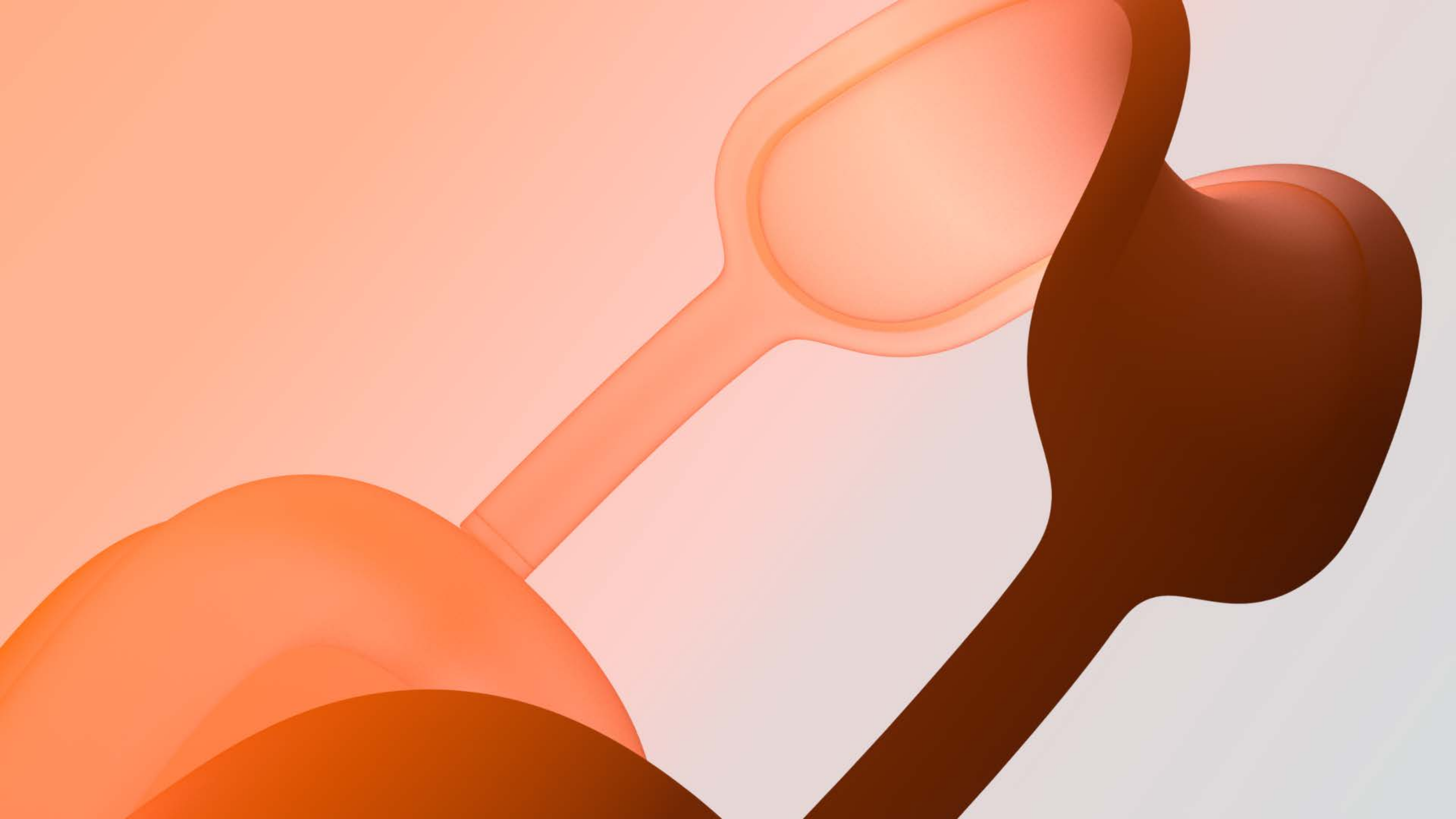




**Brand  
Monitor**



# Brand Protection Solutions

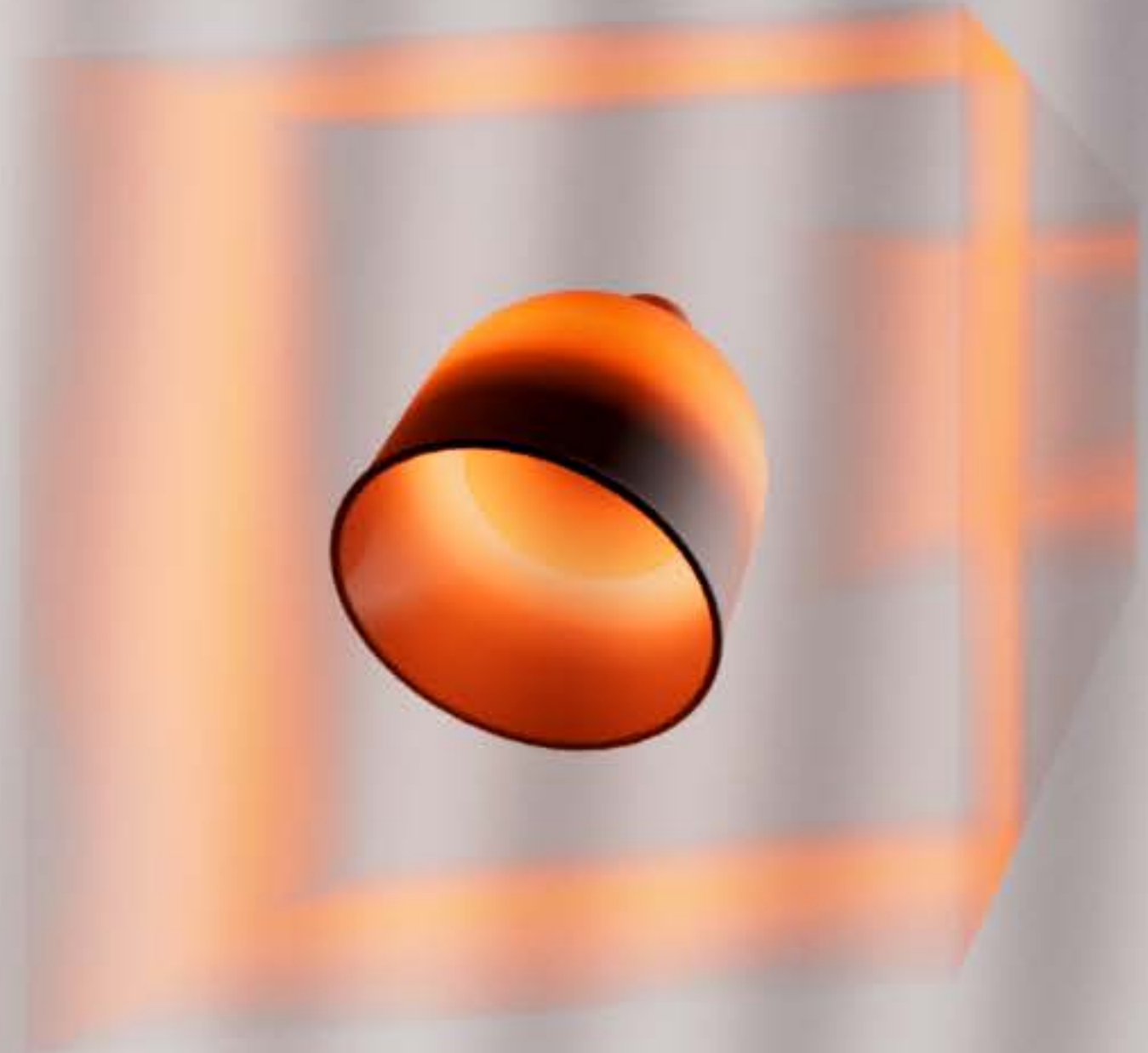
Product Guide 2023



We can create a better tomorrow

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Product Guide 2023



## Find fakes everywhere

Find violations, copyrighted images, brand mentions, or logos with an AI-powered algorithm everywhere.



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Brand  
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Solutions FAQ Media Materials Contact

Log In

# Brand Protection Solutions

Explore solutions →



# Brand Guard

The online share of the market for counterfeit luxury apparel, shoes and accessories is traditionally higher at 30%.



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→ 01 BrandMonitor is a legal tech company specializing in online and offline intellectual property protection.  
BrandMonitor allow you to continuously monitor, detect and resolve violations in the main channels of brand.



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ONLINE & INTERNET

Dashboard

Websites

Domains

Test Buys

Validation

MARKET SURVEYS

Dashboard

Action Required

CASE MANAGEMENT

Cases

Tasks

Log Out

Enter Domain

# Online & Internet

Send Reports

Select Project

Entire Period

Month

Year

31 Jan 22

31 Jan 22

## Websites

84%

**3,202**

## Social Media

98%

**176,787**

## Marketplaces

96%

**174,106**

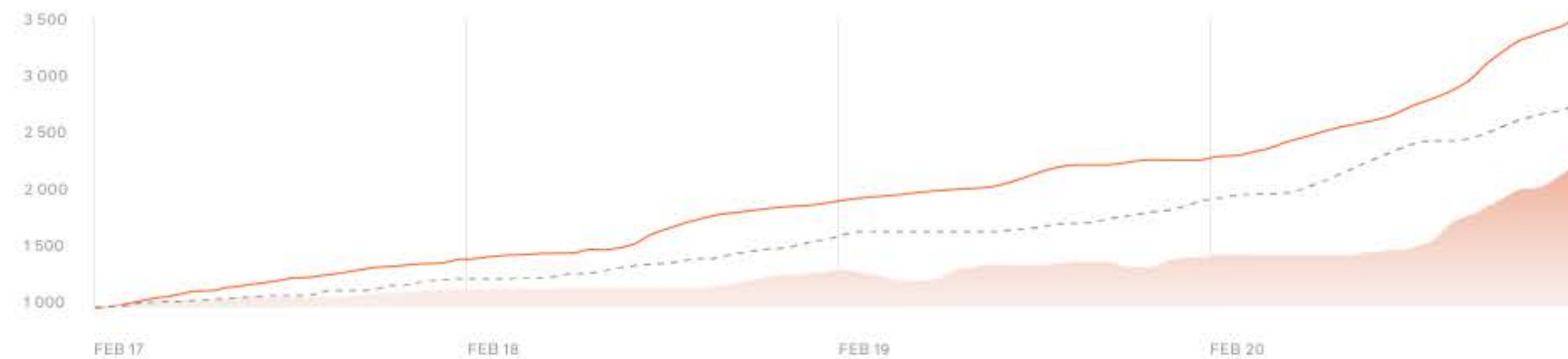
## Test Buys

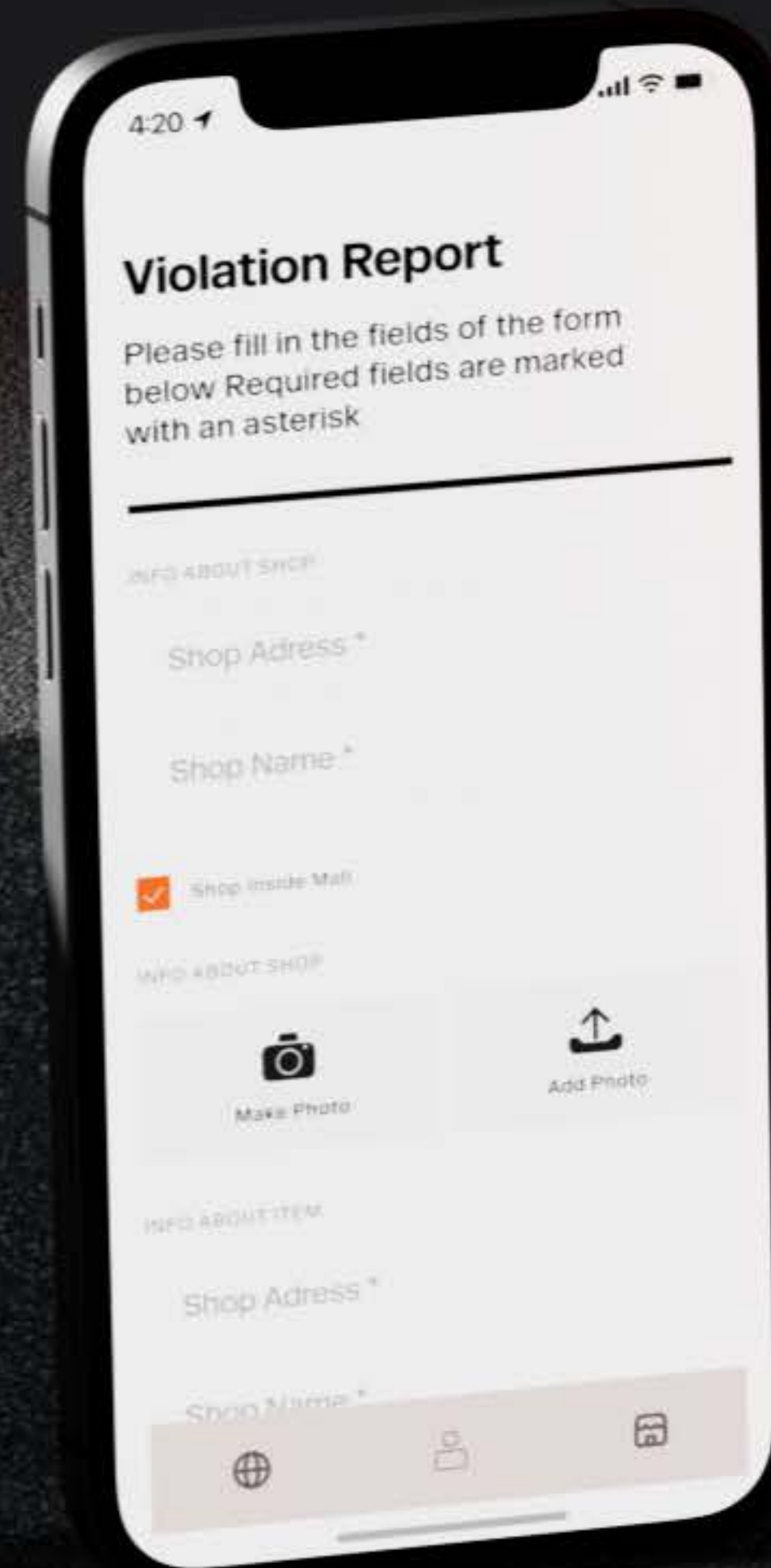
84%

**279**

Power of Attorney is Valid till 21 Sep 2023

### Websites and Domains







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**Chief Technical Officer**

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999 122 21 42

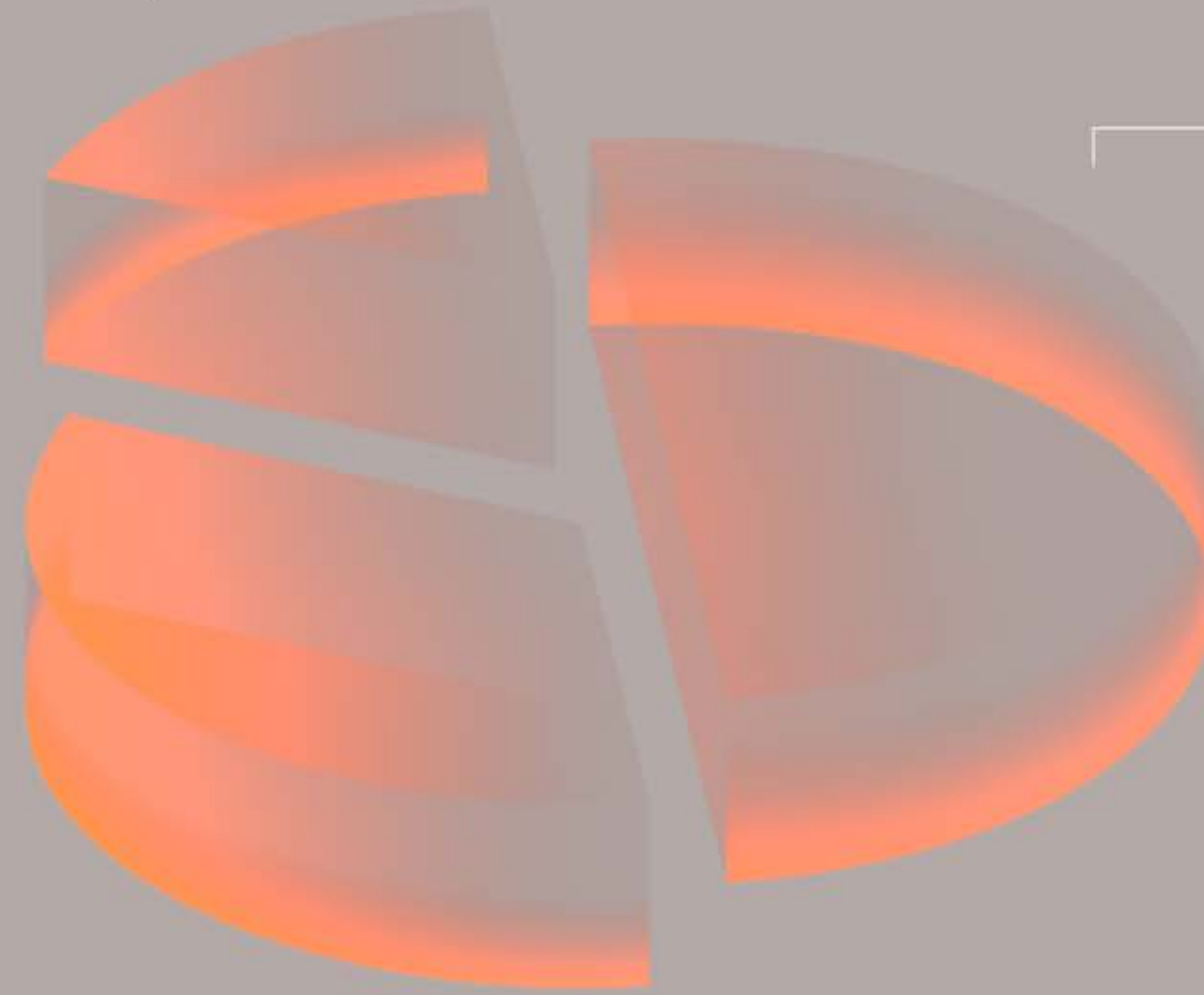


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# Market Share of Counterfeit Goods

25%

50%



35%

BrandMonitor stops the "gray" imports, eliminates the illegal use of trademarks in domain names and blocks offers to sell counterfeit goods. BrandMonitor technologies allow you to continuously monitor the main channels of product distribution.





## Company in Numbers

BrandMonitor stops of "gray" imports, eliminates the illegal use of trademarks in domain names and blocks offers to sell counterfeit goods. Find copyrighted images, brand mentions, or logos with an AI-powered algorithm. User-friendly Case Management System shows you all findings.

1. A single solution to global customs enforcement. Register your trademark with customs in 80+ countries network of local IP experts and professionals
2. Respond to incoming customs requests. Flat fee or subscription. Zero tolerance to counterfeit. Communicate with the customs through a user-friendly tool, not emails. We respond to every customs request, regardless of the seizure size.

BrandMonitor Resolve resistant & outstanding IP violations. Pre-litigation enforcement did not lead to blocking the website. The violator is a large chain of dozens of online stores. Domain with your trademark is squatted and is being sold. A seller or a group of sellers are repetitive infringers and continue the violations.

**96%**

Domain names with illegal use of trademarks blocked or removed from delegation

**590**

Communities in social networks blocked

**96%**

Domain names with illegal use of trademarks blocked or removed from delegation

**590**

Counterfeit ads on marketplaces removed

**12%**

Counterfeit ads on marketplaces removed

**83**

Communities in social networks blocked



BrandMonitor Services

Offline and Investigation

10 of 99

## Brand Protection Integrated Approach



### 1. Online Services

- Standalone websites
- Domain names
- Social media
- Online marketplaces
- Test buys
- Revealing affiliations

### 2. Offline and Investigation

- Encouraging Police and Customs seizures
- Police & Customs trainings
- Non-stop market surveying of major shopping malls and stores
- Revealing affiliations
- Detection of supply chains, warehouses, manufactures

### 3. Legal Services

- UDRP (Domain name disputes)
- Civil litigation
- Expert assessments
- Trademarks registration with the Russian Customs

### 4. Counterfeit Market Research

- Research on counterfeit-related topics on counterfeit-related topics

BrandMonitor stops the distribution of "gray" imports, eliminates the illegal use of trademarks in domain names and blocks offers to sell counterfeit goods. Find copyrighted images, brand mentions, or logos with an AI-powered algorithm. User-friendly Case Management System shows you all findings.



BrandMonitor Services

Offline and Investigation

11 of 99

## Counterfeit Market Research

Research on counterfeit-related topics



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Complex Brand Protection

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## Leadership



Max Zantop  
CEO, Founder

Richard co-founded BrandMonitor in 2013 and has 15 years' experience working with finance. Prior to Aight, Richard worked at the Swedish PE firm Nordstjeman and Bah & Co.

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Sergey Abramov  
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New Business Manager

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Business Director

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Offline and Investigation

Our Team

14 of 99

- 
- 2 Offices ←
  - Meeting Rooms ←
  - Sidewalk Terrace →

---

  - 1 IS Labs ↓
  - Restaurant ↓

---

  - 0 Reception Area ↓

- 
- ↖ Roof Terrace
  - Offices
  - Meeting Rooms
  - Sidewalk Terrace
  - IS Labs
  - Restaurant

---

  - Event Hall
  - Media Studio

---

  - ↘ Reception Area
  - Storage
  - Parking