

● LIVE WEBINAR

A war on keywords: IP infringements & keyword cycles

Brand protection evasion techniques and how technology can monitor, predict and tackle them.



April 5th, 9:00 AM PST, 12:00 PM EST, 7:00 PM CET



Daniel Shapiro

7 years of experience in Brand Protection at

Red Points & eBay





Daniel Shapiro

Strategic Partnership Director at Red Points

After working at Macy's and eBay, Daniel joined Red Points to lead the company's strategic partnership with ecommerce platforms, websites, IP firms and other stakeholders. Daniel was a Senior Manager of Brand Protection at eBay, where he lead international teams in the disruption of counterfeits worldwide.

Red Points is trusted by:

HEARST
magazines UK



Knockaround.



FOREO



Gordon McConnell

Data Journalist & Content Manager at Red Points

Gordon is the leading editor of Red Points' market reports, that focus counterfeits, piracy and other types of brand abuse. He is the author of the technical report „Brand Protection Evasion Techniques_, which is based in some of Red Points' real experience in anti-counterfeiting protection.



THE SMART SOLUTION FOR ONLINE BRAND PROTECTION

KEYWORD MONITORING & IMAGE RECOGNITION

If it's online, we can find it. We identify all your assets online and detect infringements in seconds.

MACHINE LEARNING FEATURES

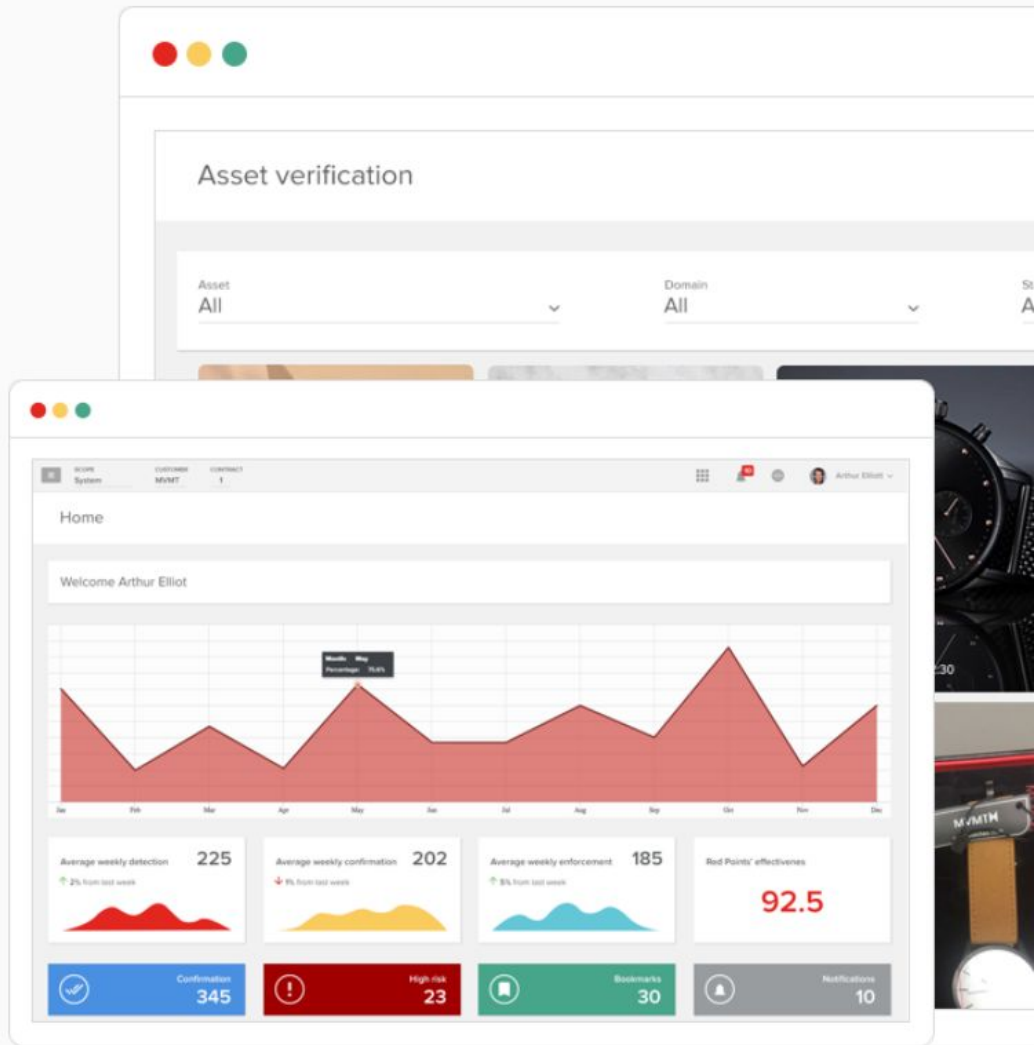
Red Points learns from your account history and suggests detection rules and keyword opportunities.

SMART UX & ALERTS

Our solution is easy to use and sends you push notifications when it's time to take action.

ACTIONABLE INTELLIGENCE

Filter reports by date, assets, sellers and more. Get market insights on the strategies used by abusers.



TRUSTED BY

FOREO **BLAUPUNKT** illesteva

HEARST
magazines UK



HAWKERS

CONDÉ NAST

And **300** other companies

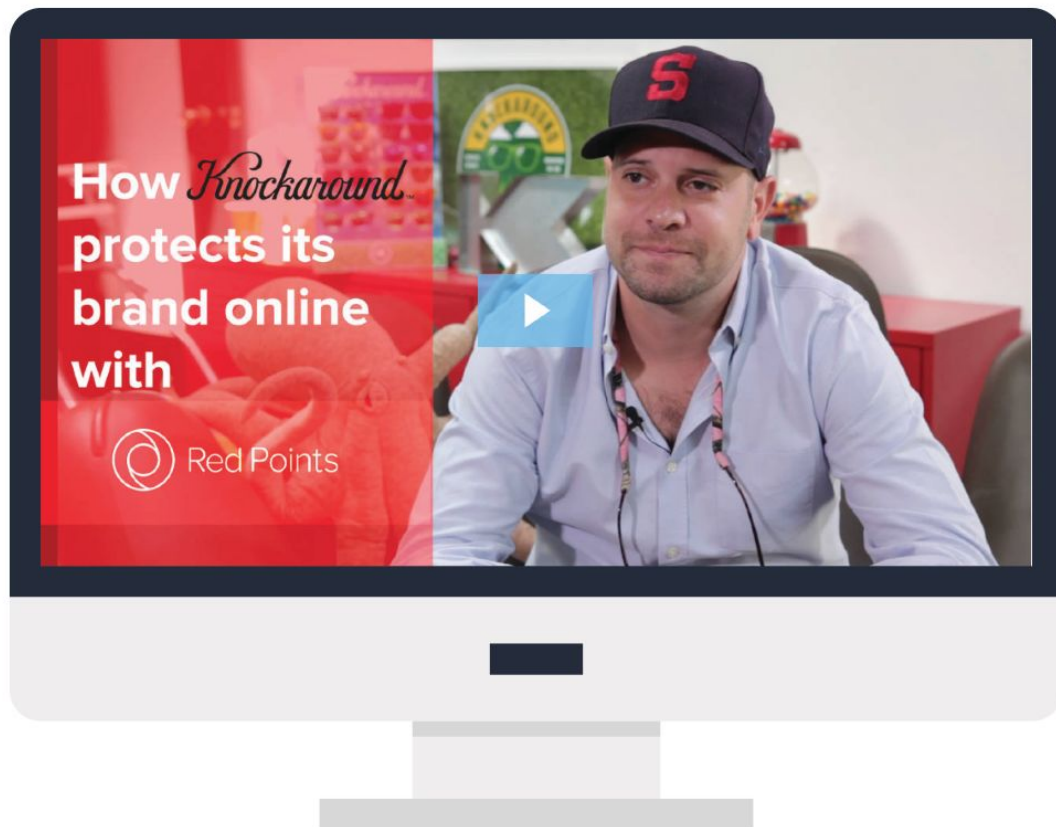
WHAT OUR CLIENTS SAY ABOUT US

"Red Points is helping us meet our long-term goals because **they're saving us money and time**"

"It's one less worry for us and **I'm super grateful that we have them**"

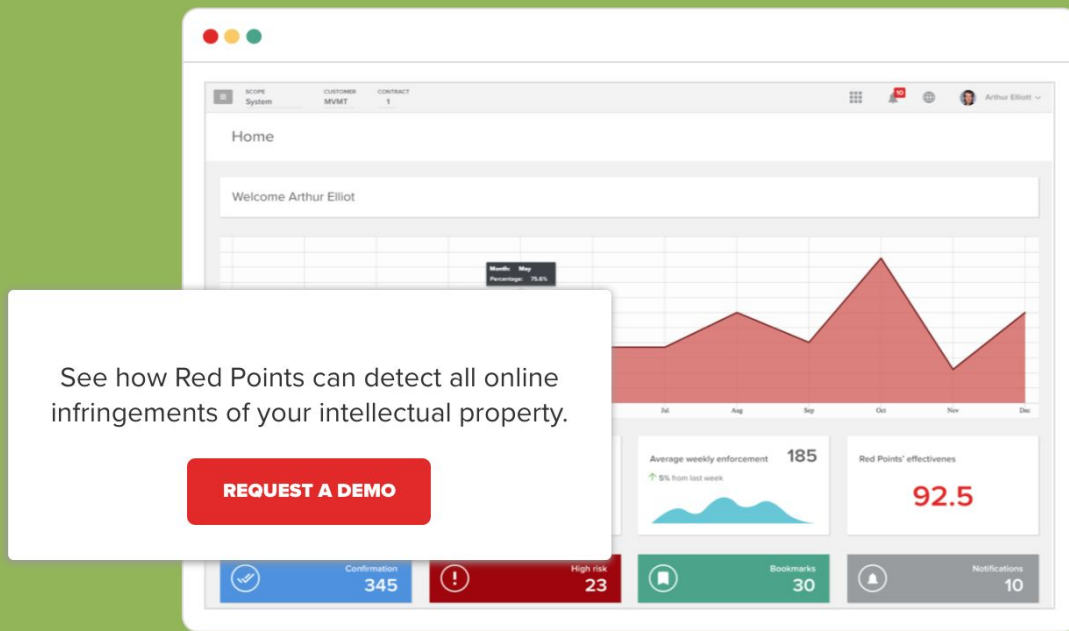
ADAM MOYER

CEO of Knockaround



All-In-One Online Brand Protection Software

Automate the detection, validation and enforcement of your intellectual property.
Turn IP infringement on its head by gathering data and insights that will help your business.



www.redpoints.com

Keywords Cycles

**Brand protection evasion
techniques**

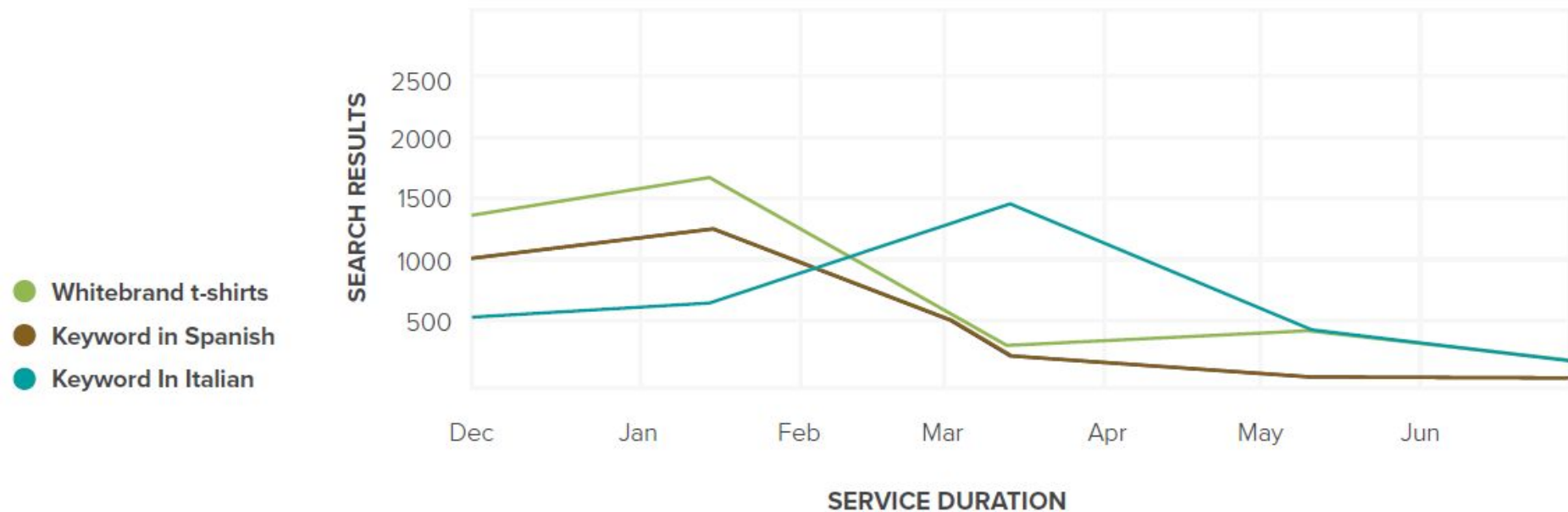
Protecting the brand name

Brand name + product



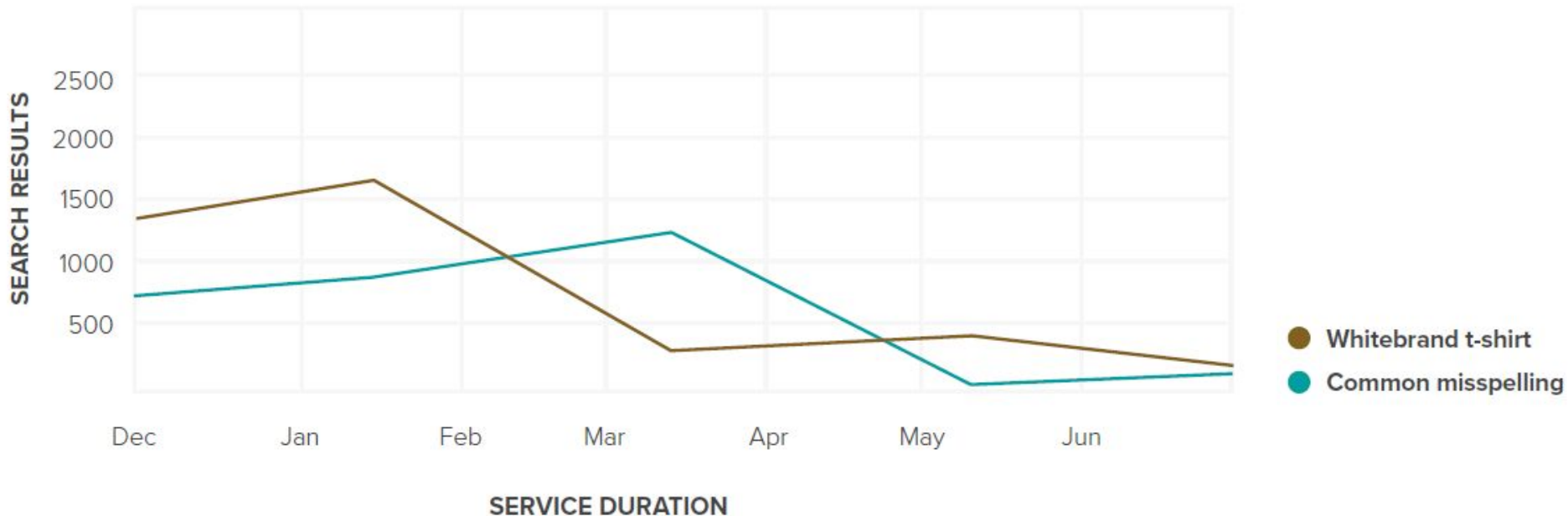
Changing the language

Expanding to new markets



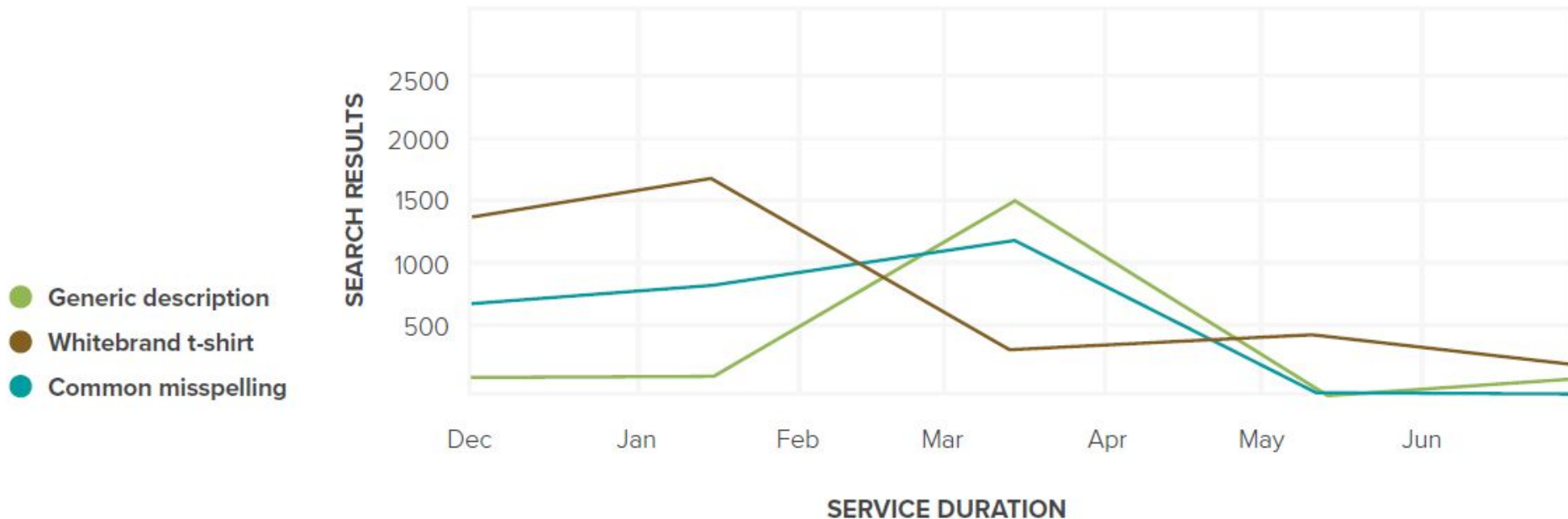
Using alternative keywords

Misspellings, typos and two-word alternatives



Generic descriptions

Describing the product without referring to the brand



Cover brands

Creating the appearance of a genuine brand

BuyStuff.com

Shop by
Categories ▾

I'm shopping for...

All Categories ▾



Hi, Si

Home > Bags, Luggages & Accessories > School Bags > Product detail



New brand 'Sad Bag' Traditional nordic style schoolbag

Price: **US \$28.58** / Piece

Color:



| Wholesale Price (Piece): | 1 + | 10 + | 13 + | 44 + | 100 + |
|----------------------------|------------|------------|------------|------------|------------|
| | US \$28.58 | US \$26.29 | US \$23.96 | US \$23.12 | US \$22.00 |

Quantity: Piece

Shipping Cost: **Free Shipping** to [Spain Via China Post Air Mail](#) ▾

Estimated delivery time: May 7 and 21, ships out within 15 business days ?

Total Cost: **US \$28.58**

Your current selection: Color **[010]**

Buy it Now

Add to Cart

♥ Add to Favorite Items ▾ (0)



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Por: persona****



, 2018

Color: 06 black
amazing quality!

