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# Counterfeits on Amazon

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What brands can do about it





“Anybody can make anything now with no respect to intellectual rights and capitalize on the trademark that somebody's built and destroy that company ... and that's exactly what they're doing and they're making an enormous amount of money off of this.”

*-Craig Crosby, The Counterfeit Report*





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Where counterfeits  
come from

And how they get to us

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# Amazon courts shanzhai

And so it begins ...



NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon Tools & Home Improvement moving lifting straps

Departments +

Tools & Home Improvement Deal Alerts Deals & Savings Gift Ideas Power & Hand Tools Lighting & Ceiling Fans Kitchen & Bath Fixtures Small Home Shop by Room Awarded

prime student 50% off Prime for College Students. LEARN MORE

Back to search results for "moving lifting straps"

Save effort So that handling more relaxed

Save time So that handling more quickly

Share

Qty: 1

Add to Cart

Turn on 1-Click ordering for this browser

Ship to:  
Claire-Vesque-Glenview - \$17.40

Add to List

Have one to sell? Sell on Amazon

Apafun  
Apafun Lifting And Moving Straps, 2-Person Lifting And Moving System - Easily Move, Lift, Carry, And Secure Furniture, Appliances, Heavy Objects Without Back Pain To Easily Carry .  
Be the first to review this item.  
\$1 New Release in FoldIt's

Price: \$14.99 & FREE Shipping on orders over \$25. Details  
✓prime | Try Fast, Free Shipping

In stock on August 25, 2017.  
Order it now.  
Sold by Apafun Direct and Fulfilled by Amazon. Gift-wrap available.

- Straps use leverage to reduce the weight of item being carried by 50 Percent.
- Safety lift and move - Ergonomically designed to promote and facilitate proper lifting techniques.
- Reduce back pain - Back pain and strain is avoided by ensuring proper lifting techniques and utilizing the body's strongest muscles, the legs and torso. Also significantly reduces strain on arms and hands when lifting objects.
- Versatility - Due to the seemingly unlimited adjustability of the strap through the buckle, users can move and lift heavy, bulky furniture easier than ever.
- One size fits all - Differences in the height of movers are overcome due to the adjustability of the webbing through the buckle.

See more product details

New (1) from \$14.99 & FREE shipping on orders over \$25.00. Details

Report incorrect product information.

prime student Students get 50% off Prime, plus FREE two-day shipping. LEARN MORE

# The impact?

Amazon gets richer, other brands not so much ...





# Legal loopholes

It's illegal, but ...



- ❖ Only 2% to 10% of containers entering the USA are inspected by customs.
- ❖ Amazon, eBay, and others have been cleared from legal responsibility for counterfeits sold on their platforms.
- ❖ Most counterfeiters and their agents are based outside of US / EU jurisdiction.
- ❖ Chinese courts have been of little recourse for legitimate brands to sue counterfeiters.



“There is no doubt that we now live in a time where the law lags behind technology. This case illustrates that point.”

*–U.S. District Court Judge Ricardo Martinez*





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The race to the  
bottom

If they're doing it why can't  
we?

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just Amazon and eBay anymore, but Walmart, Best Buy, and Target are all cashing in on counte





How big of a  
problem is this?

Big, real big



Conducted undercover purchases of commonly counterfeited consumer goods on Amazon (AMZN)



20 out of 47 of the items they purchased were counterfeit.





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# How brands are impacted

This is destroying not only companies but lives



- ❖ Loss of sales
- ❖ Damaged brand reputation
- ❖ Damaged partnerships with distributors
- ❖ Loss of resources dealing with customer complaints and returns of counterfeits
- ❖ Loss of money and time fighting counterfeiters
- ❖ Personal anguish of legitimate rights holders





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# How consumers are impacted

This is also dangerous



- ❖ Gucci, Chanel, Prada perfumes that contain urine, bacteria, antifreeze, beryllium (a carcinogen), cadmium, and lead.
- ❖ “Apple” chargers that catch on fire.
- ❖ “Official” U.S. military tourniquets that tend to break when used.
- ❖ Smoke detectors that are nothing but plastic boxes with push button alarms.
- ❖ Counterfeit Phillip halogen automobile headlights.
- ❖ Solar eclipse glasses that don’t actually offer any protection.
- ❖ Bee pollen laced with methamphetamine.



However, most consumers are unaware of the counterfeit risk.





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# What brands can do

There are options

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- ❖ Do nothing
- ❖ Go it alone
- ❖ Bring in the professionals



● WEBINAR ON DEMAND

# Counterfeits on **Amazon**

## What can brands do?

Marketplaces and governments promise to take action, but in the mean time companies' customers, reputation and sales are at stake.



February 28th, 9:00 AM PST, 12:00 PM EST, 6:00 PM CEST



**Wade Shepard**

Author and journalist featured at:

**Forbes**



**REUTERS**

**South China  
Morning Post**



Red Points





### Wade Shepard

Author and Contributor at Forbes, Reuters and others

Wade is an itinerant journalist who has been moving through the world since 1999. He is the author of "Ghost Cities of China" which recounts the 2.5 years he spent in China's sparsely populated new cities. His next book is about the revival of the Silk Road, and he has been on the road through China, Central Asia, and Eastern Europe.

Wade Shepard writes on:

**Forbes**



South China  
Morning Post



### Conrado Lamas

VP of Communications at Red Points

Red Points is a technology solution that detects and enforces more than 150,000 brand infringements every month for more than 250 clients. Red Points matches an advanced keyword monitoring system with image recognition to identify all your brand assets online and detect abuses in a matter of seconds.

Red Points is trusted by:

**HEARST**  
magazines UK



*Knocharound.*



FOREO





# 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

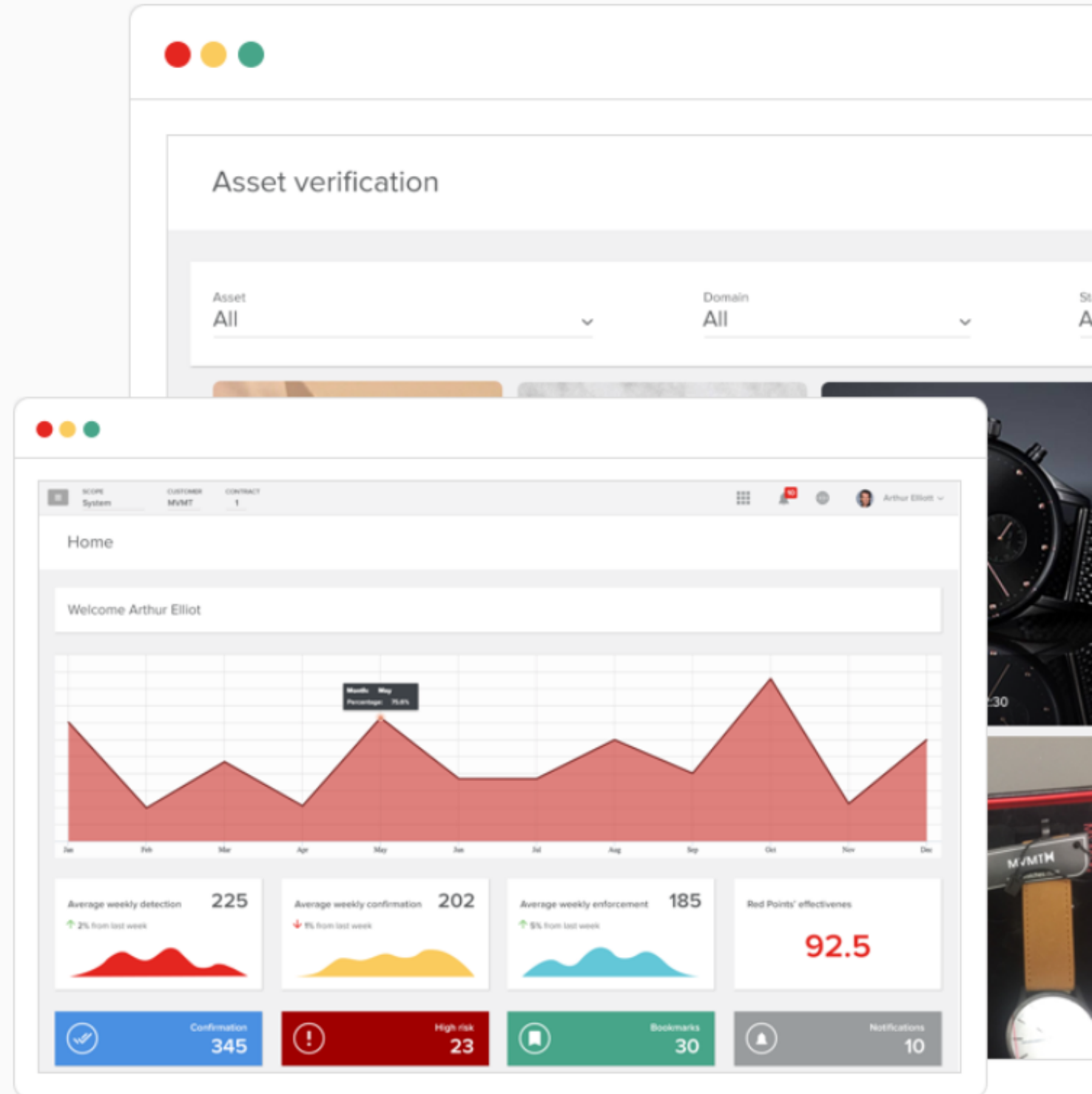
Red Points learns from your account history and suggests detection rules and keyword opportunities.

## 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.





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TRUSTED BY

FOREO **BLAUPUNKT** illesteva

**HEARST**  
magazines UK



**HAWKERS**

CONDÉ NAST

And **300** other companies



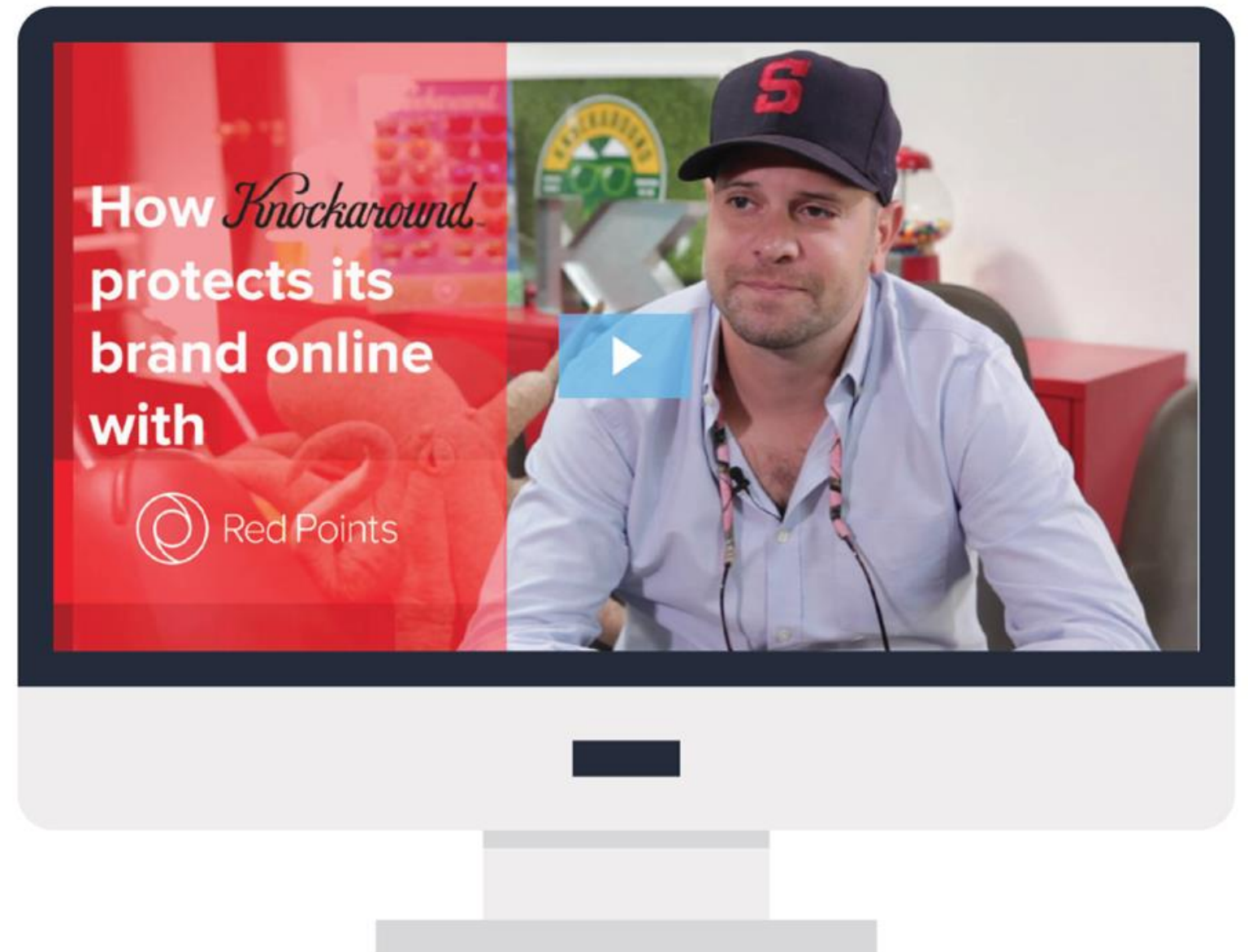
## WHAT OUR CLIENTS SAY ABOUT US

"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





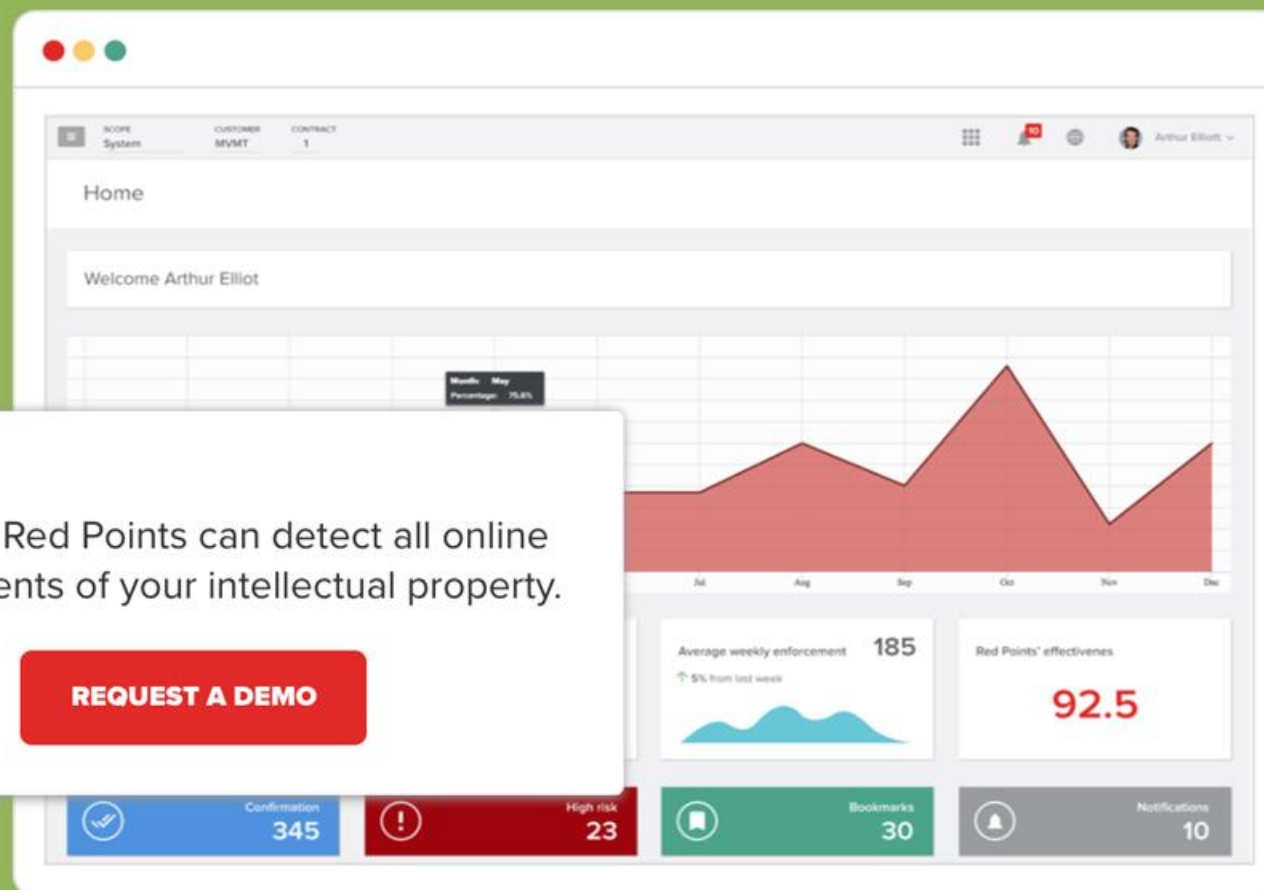


# All-In-One Online Brand Protection Software

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.

See how Red Points can detect all online infringements of your intellectual property.

**REQUEST A DEMO**





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## THE ISSUE

Amazon allows sellers to **promote their products on existing listings of brands that are already on there platform.**

In the case of brand abusers, they might see this as an opportunity.

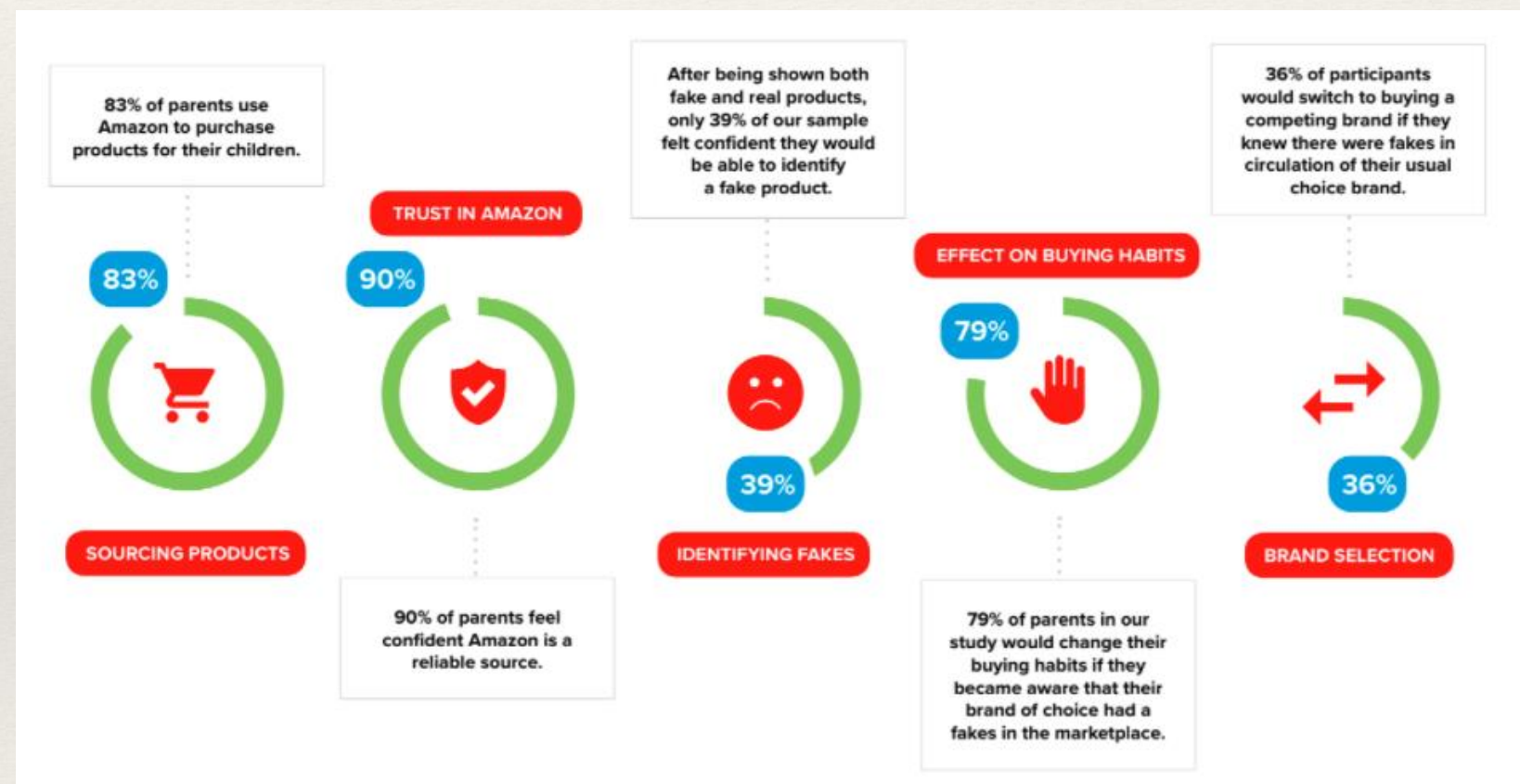
A fake product can be sold **using the image, product description and all other information from an authentic listing of an official distributor.** When this happens, this makes spotting fakes an incredibly hard task, especially for parents who are not aware of the issue.





Most buyers are fooled...

While Most Parents Trust Amazon, 61% Can't Identify Fake Toys On It





Most buyers are fooled...  
.... but some aren't

82% of Design Consumers on Amazon Favor  
Replicas Over Original Products



#### Key findings

**64%**  
**USE  
AMAZON**

64% of design furniture and homeware customers use Amazon as a means of searching for products

**82%**  
**PREFER CHEAP  
REPLICAS**

Given the choice between a product from a well-known designer or a cheaper one with the same design on Amazon, 82% of consumers would opt to buy the Amazon product.

**43%**  
**FEEL BRAND  
OWNER IS  
RESPONSIBLE**

43% of consumers feel that the brand owner should be the one responsible for removing counterfeits

**38%**  
**USE IMAGES  
TO VALIDATE**

38% of consumers use product images as a means of evaluating a seller's trustworthiness







## TECH

[TECH](#) | [MOBILE](#) | [SOCIAL MEDIA](#) | [ENTERPRISE](#) | [CYBERSECURITY](#) | [TECH GUIDE](#)

### This Amazon seller is so frustrated she tried to quit — then Amazon pitched her a new anti-counterfeiting service

- Wee Urban's sales on Amazon plunged 80 percent in 2017, as the seller lost control of its listings.
- The creator of baby clothes completely missed the holiday rush and is now focused on building a brand off Amazon.
- Yet, last month Wee Urban was invited to be an "early adopter" of a new counterfeit prevention service.

Ari Levy | @levynews

Published 2:35 PM ET Thu, 8 Feb 2018 | Updated 11:30 AM ET Fri, 9 Feb 2018





We can't change counterfeits' prices or copyright downloads,  
nor the need of consumers to feel part of an exclusive group...

**WHAT WE CAN DO IS:**



**MAKE DOWNLOADS  
& COUNTERFEITS  
UNAVAILABLE ONLINE**



# IF IT'S ONLINE, WE CAN MANAGE IT FOR YOU



## MARKETPLACE

Amazon, AliExpress, DHgate,  
Tokopedia, eBay....



## SOCIAL NETWORKS

Instagram, Facebook, Twitter...



## ROGUE PLATFORMS

cheapjersey.com,  
soccerjerseyreplica.net...



## APPLICATIONS

Wish, Wanelo, Wallapop...



## OTHER SOURCES

Classified ads, Darknet, Deep Web...



# TOTAL DETECTION THANKS TO MACHINE LEARNING

Red Points matches keyword monitoring with image recognition to identify **all your assets online**

- **If it's yours and it's online, we'll find it.** We detect infringements in a matter of seconds.
- Red Points **learns from your enforcement history** and suggests new detection rules and keyword opportunities.

A screenshot of the Red Points web application interface for adding new search keywords. The interface is titled "New search keywords" and includes a header with "SCOPE System", "CUSTOMER MVMT", and "CONTRACT 1". A user profile "Arthur Elliott" is visible in the top right. The main form has fields for "Name" (set to "Watches") and "Exclusive search language" (set to "Italian"). Below these is a "Protection type" dropdown set to "Counterfeit". An "IMPORT SEARCH KEYWORDS" button is present. A large circular overlay highlights the "TERM" section, which contains a list of terms: "Watches", "MVMT", "Straps", "Wrist band", "MVMT woman", and "MVMT man". Each term has a red "X" icon next to it. Below the terms is an "ADD TERM" button. At the bottom are "CANCEL" and "SAVE" buttons. To the right of the term list is a table showing keyword usage statistics.

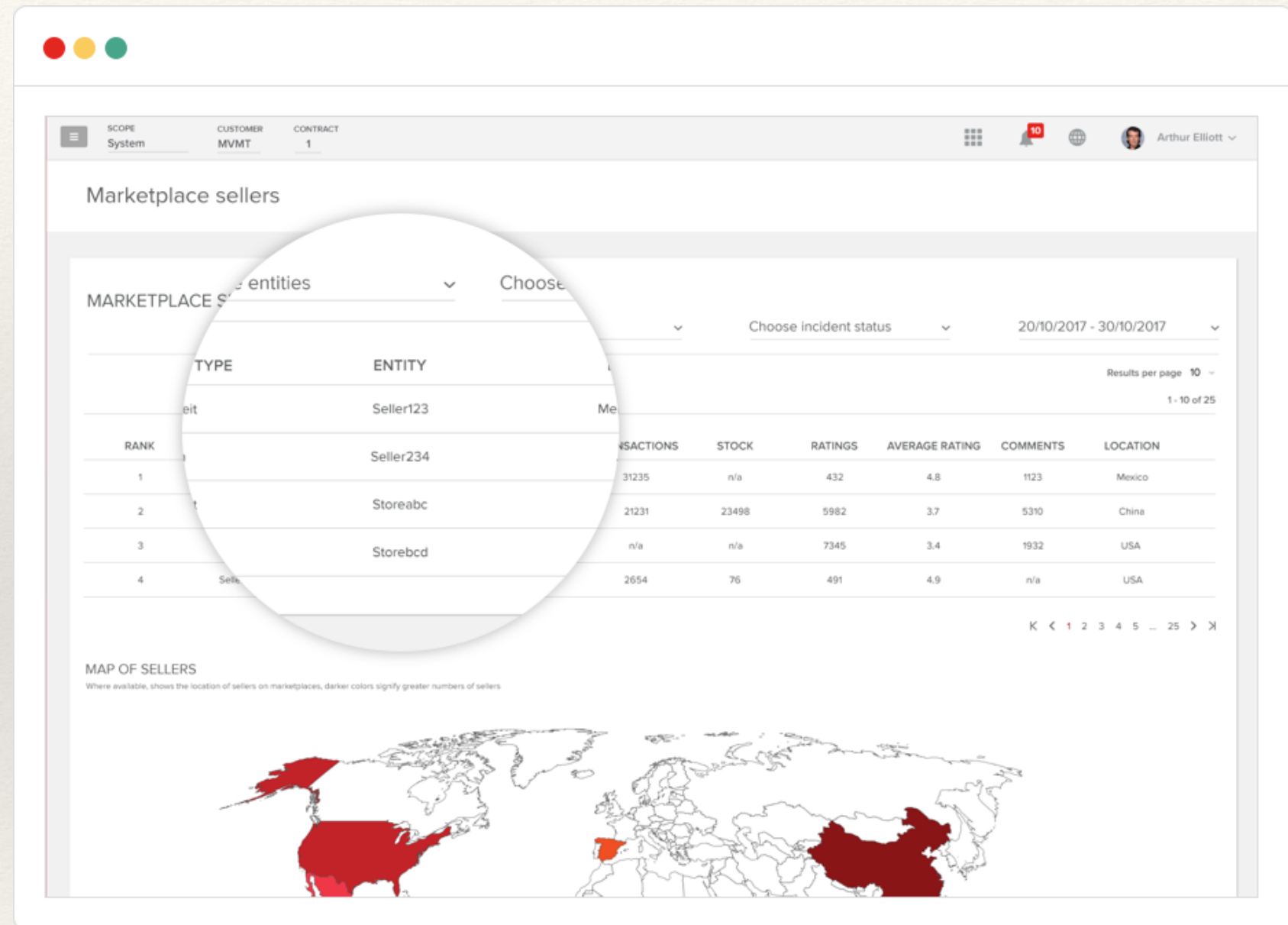
WORD TYPE	KEYWORD USAGE	WEIGHT	PERCENTAGE
Listing Title	INCLUDED	20 pts	67%
Listing Title	INCLUDED OR	10 pts	33%
Listing Title	EXCLUDED OR		



# TURN RAW DATA INTO ACTIONABLE INTELLIGENCE

## Get the full picture of all protection steps

- **Build dashboards** with a full overview of your brand protection activity.
- Filter by date, assets, type of infringements, regions, sellers and others.



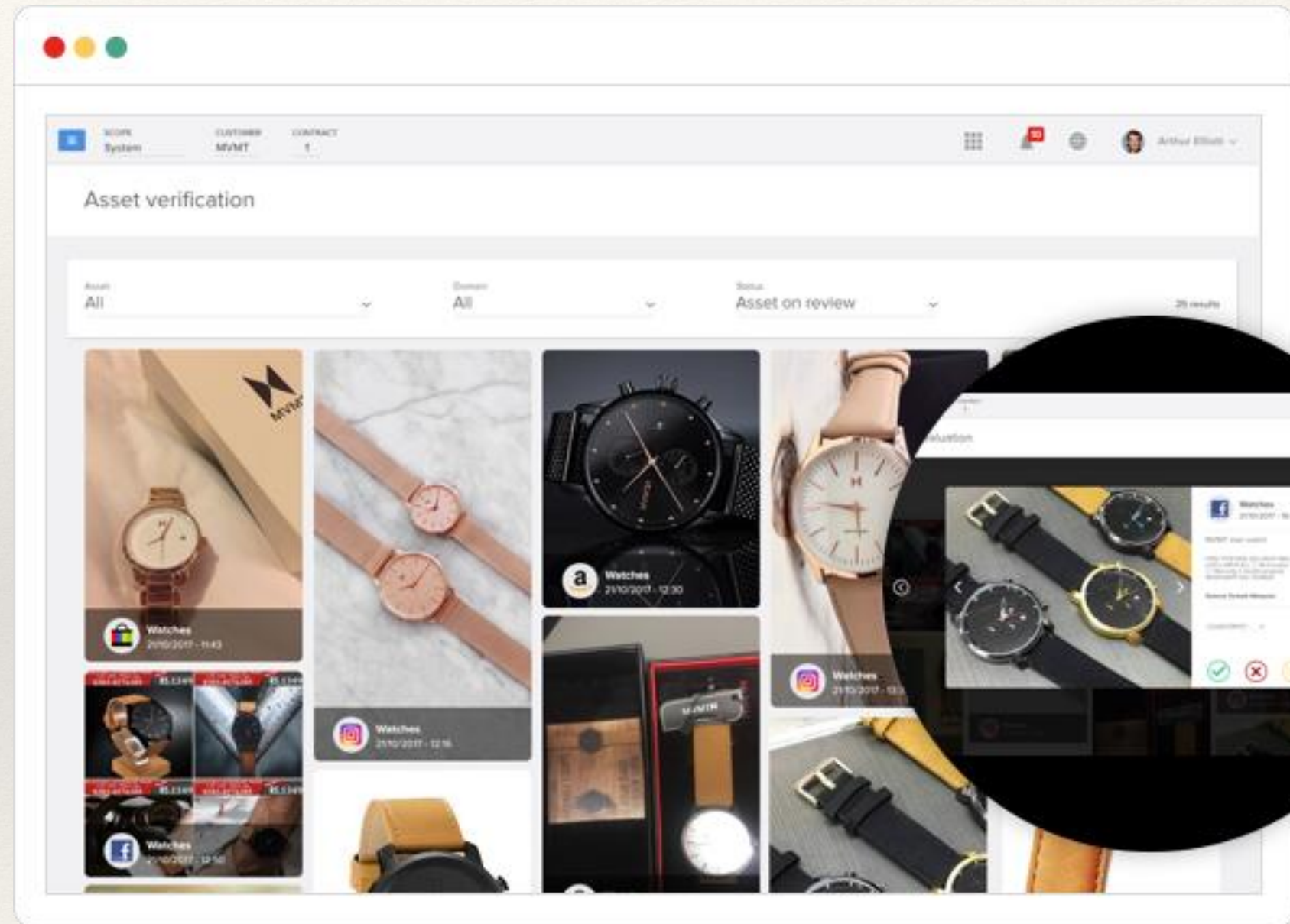


# SMART AND EASY TO USE

## All cases organized into beautiful, user-friendly cards

Red Points prioritize the cases according to their potential threat to your brand.

- Manage your brand assets in an **organized, task-based workflow**.
- Incredible user experience. **No training required.**





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# RED POINTS IS DEVOTED TO PROTECTING CREATIVITY & INNOVATION

We have been an instrumental partner to hundreds of companies in the fight against online piracy and counterfeiting.

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