

LIVE WEBINAR

# Anti-Counterfeiting Technology and IP Law Firms

How to improve the quality and quantity of IP services  
using legal tech



February 1st, 9:00 AM PST, 12:00 PM EST, 6:00 PM CEST



**ROB HOLMES**

CEO of IPCybercrime.com





### **Rob Holmes**

**Founder and CEO of IPCybercrime.com**

IPCybercrime is a boutique firm providing investigations and consulting to corporations and their attorneys. Mr Holmes is a founding member of the Internet Committee of the International Anti-Counterfeiting Coalition (IACC), and a member of the Anti-Counterfeiting Committee of the International Trademark Association (INTA).



### **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



*Knockaround.*



**FOREO**



# Five Easy Steps to Success in Online Brand Protection

Rob Holmes  
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(833) IPCYBER ext. 701

@HolmesPI 



# Where Did He Come From?

- Founded in 1980
- By Robert L. Holmes, Sr.
- Family business
- Trademark Counterfeiting Act of 1984
- Conducted the first organized street raids in the US, which he ran from the 1980s until 2001.
- Among the 1<sup>st</sup> agencies worldwide using online databases



Wednesday, Nov. 30, 1983 Philadelphia Inquirer



# Pursuing Other Things



# Family Business





# L.A. Raid Days – 1990s



# Who is Rob Holmes?

- Founded in 2001
- By Robert L. Holmes, Jr.
- Family business
- Digital Millennium Copyright Act (DMCA)
- Anti-Cybersquatting Piracy Act
- Assisted Ebay & Microsoft in the inception of the VeRO (Verified Rights Owner) program
- Chanel, Inc. et al v. Dror Krispin
- Louis Vuitton Malletier, S.A. v. Akanoc Solutions, Inc. et al
- Chloe, S.A.S v. Tradekey, LLC et al
- Conducted the first Intellectual Property-related investigations on the Internet
- Organizing Internet enforcement programs for brand-owners since 1995







# Five Easy Steps to Success in Online Brand Protection™

REVELATION  
NOTIFICATION  
INVESTIGATION  
ESCALATION  
CELEBRATION



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# REVELATION



**SOFT+WARE**



**CONSUMER GOODS**



**JEWELRY & LUXURY GOODS**



**PHARMACEUTICALS**



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# NOTIFICATION



**Warning Letter**

**DMCA**

**ELECTRONIC C&D**



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# INVESTIGATION



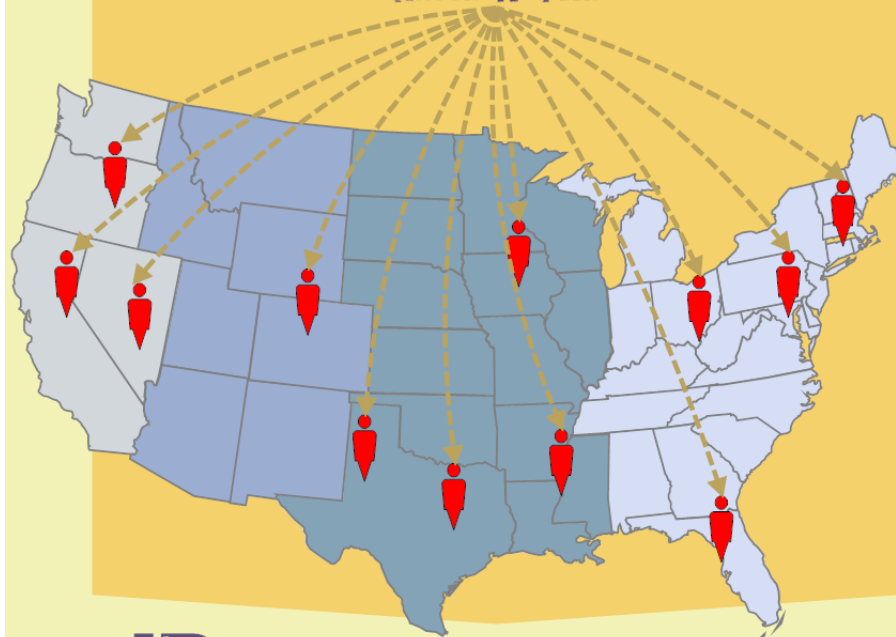
EVIDENTIARY BUYS



ID & LOCATE



KNOCK 'N' TALK



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# ESCALATION



CIVIL



CRIMINAL



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# CELEBRATION



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# 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

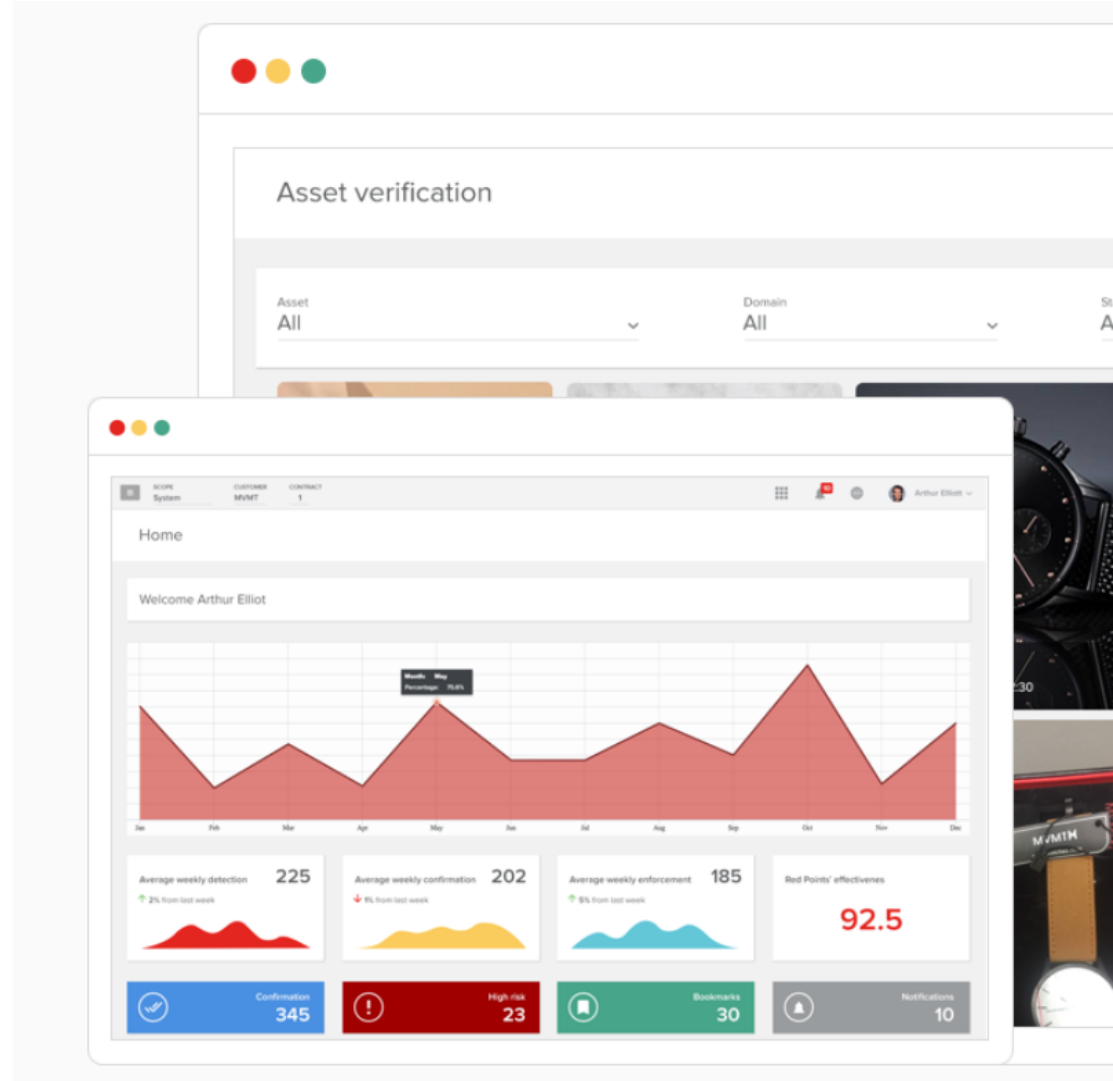
Red Points learns from your account history and suggests detection rules and keyword opportunities.

## 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*



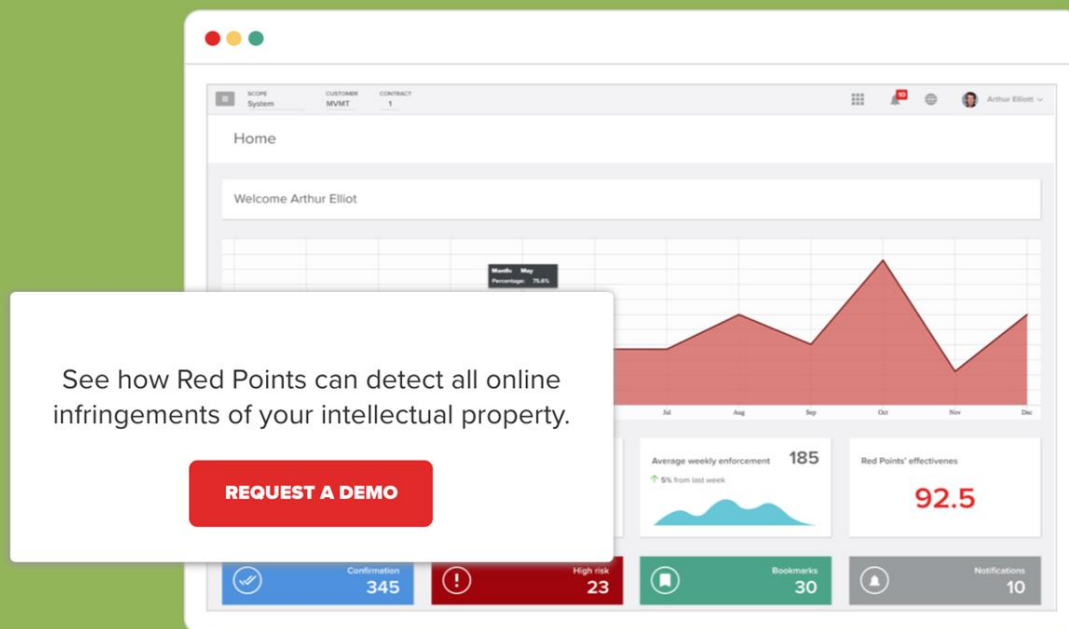
**HAWKERS**

**CONDÉ NAST**

And **300** other companies

# 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.





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

## Technology offers the reliability that service-based solutions don't have

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Make your brand protection **sustainable** by letting our solution assume the hard work:

- **Search algorithms & image recognition tech** scan the Internet and flag infringements.
- Your settings allow Red Points to validate and **remove most of the infringements automatically.**



DETECTION



DOCUMENTATION



VALIDATION



ENFORCEMENT

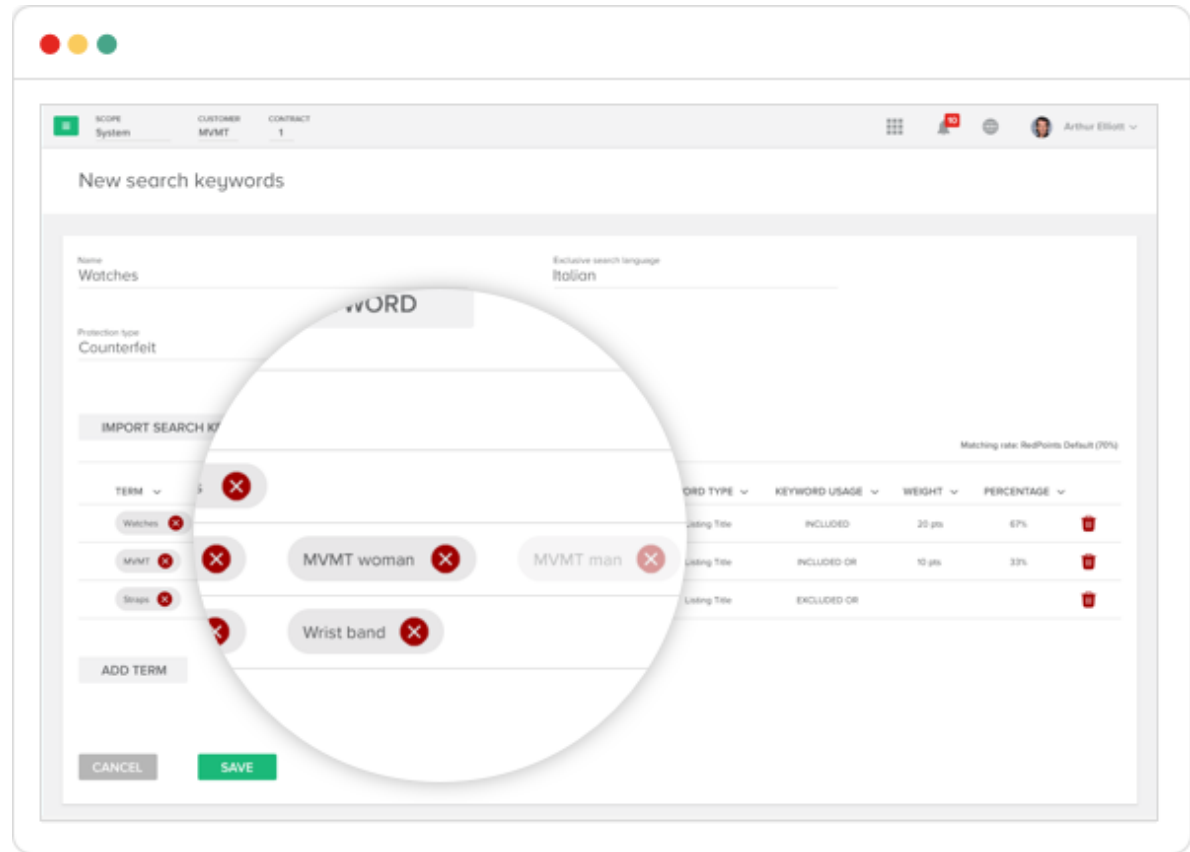


ACTIONABLE DATA

# 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.



# RULE HUMAN ERROR OUT WITH TECHNOLOGY

Choose the cases you'd like to review, and **remove all others automatically**

Red Points is built to do all the hard work in brand protection.

- **Don't let mistakes affect your brand.**  
Never miss an online infringement again.
- Only spend time on the few cases that really need your attention.

Validation rules

Domain

For asset	Is found in domain	Mark as	
Watches	Aliexpress.com	Infringement validated	
Watches	Alibaba.com	Infringement validated	
Straps	Taobao.com	Infringement validated	

ADD RULE

Entity

For asset	Is found in domain	From entity	Mark as	
Watches	Aliexpress.com	MVM	Infringement discarded	

ADD RULE

Price

For asset	If price	Value	In currency	Mark as
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# GET ALERTS FOR NEW OPPORTUNITIES. ACT FAST

## Red Points' insights go way beyond brand enforcement

Maybe abusers just started selling in a new country. Or they've been raising prices on a given asset.

- **Push notifications will tell you in real-time** when action is required.
- Turn lemons into lemonade: **Use their strategies on the behalf of your business.**

**SCOPE** System **CUSTOMER** MVM **CONTRACT** 1

### New search keywords

Name: Watches

Exclusive search language: Italian

Protection type: Counterfeit

IMPORT SEARCH KEYWORD

Matching rate: RedPoints Default (70%)

TERM	Exact match	KEYWORD TYPE	KEYWORD USAGE	WEIGHT	PERCENTAGE
Watches	OFF <input type="checkbox"/>	Listing Title	INCLUDED	20 pts	67%
MVMT	OFF <input type="checkbox"/>	Listing Title	INCLUDED OR	10 pts	33%
Straps	OFF <input type="checkbox"/>	Listing Title	EXCLUDED OR		

ADD TERM

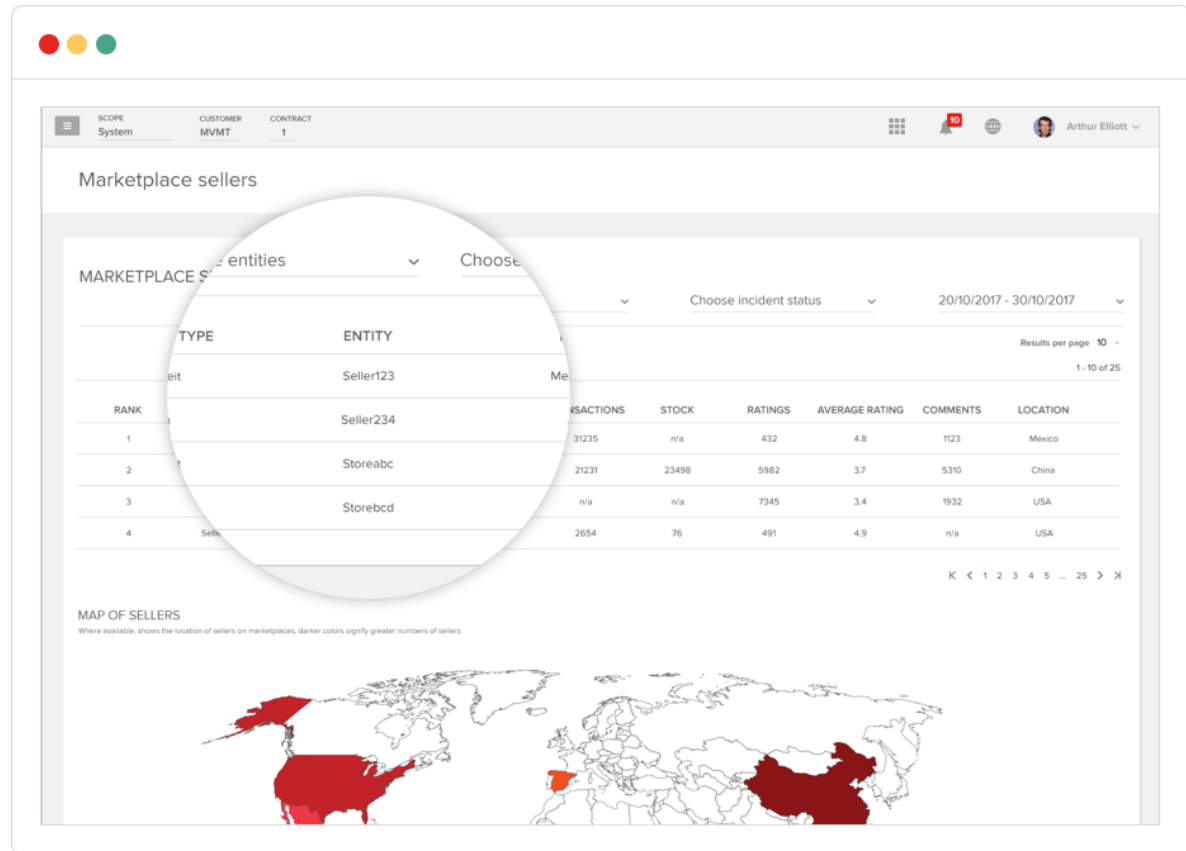
CANCEL SAVE

**10 search keywords**  
View your Search keywords to learn how to improve the results and see more information.  
[View](#) | [Guide me](#) | [Dismiss](#)  
[See All Alerts >](#)

# 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.



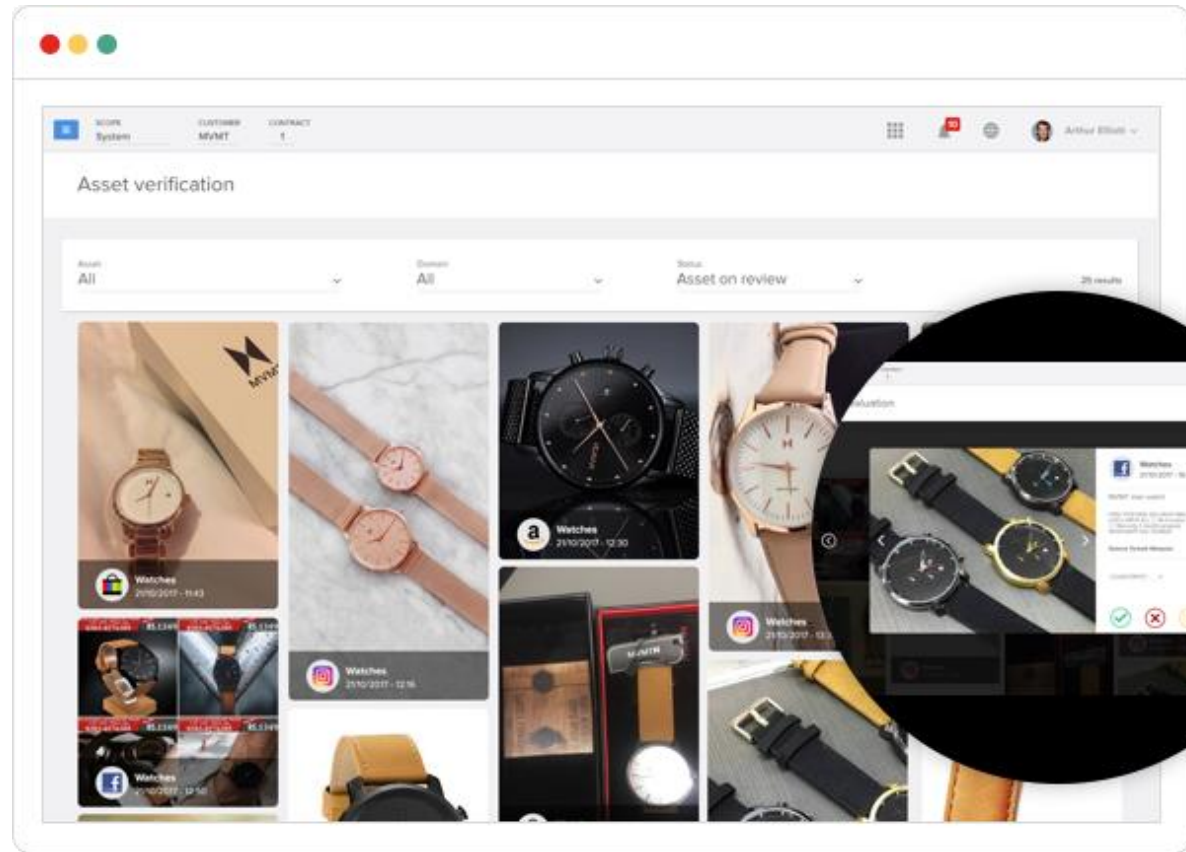


# SMART AND EASY TO USE

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.**

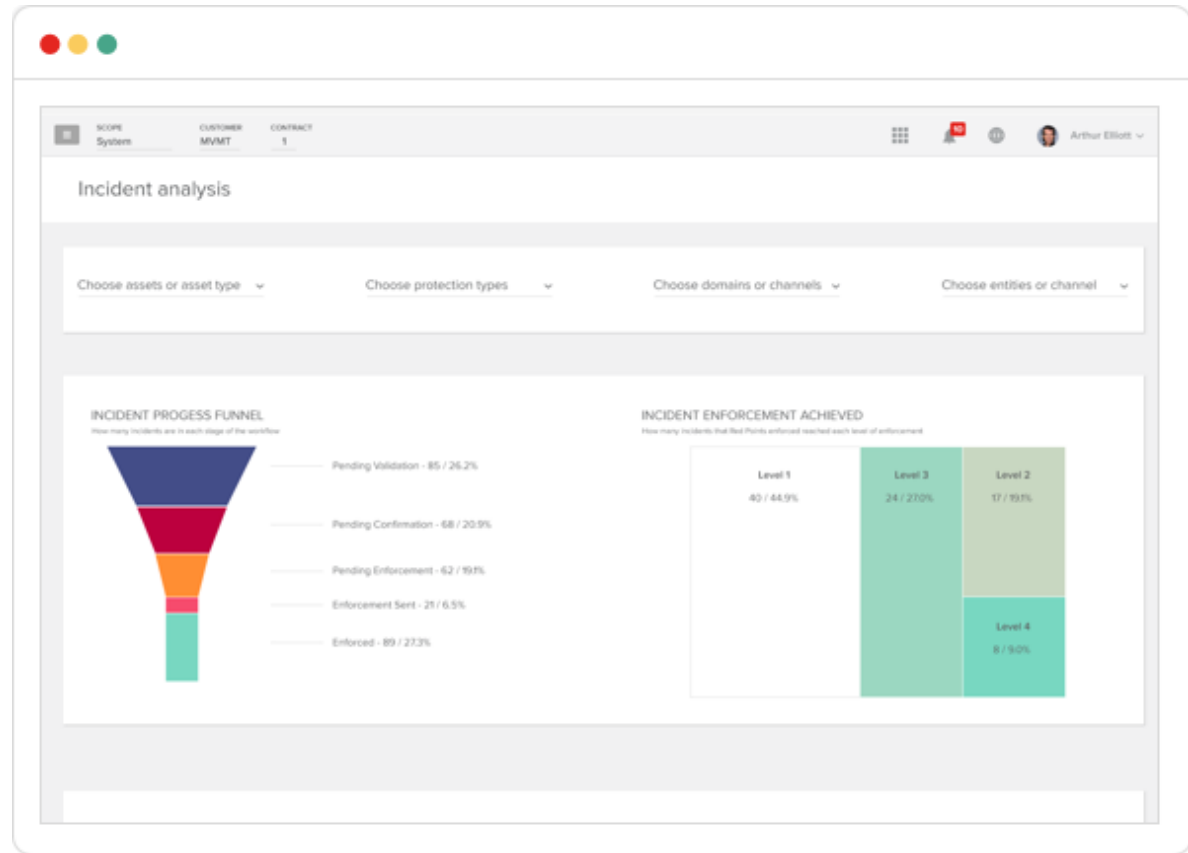


# ELIMINATE INFRINGEMENTS IN A MATTER OF HOURS

Let our automated enforcement **take care of your brand**

Set your account to automatically eliminate obvious infringements.

- Red Points assists you in making the right decision in a couple of clicks.
- **Get enforcement rules suggestions** to make your work even more efficient.



# DETECT AND ELIMINATE IN HOURS

## WHAT? IP INFRINGEMENT

COUNTERFEITS, REPLICAS, BRANDJACKING, CYBERSQUATTING & OTHERS

## WHERE? ACROSS ONLINE SALES CHANNELS



### MARKETPLACES WHOLESALE

Amazon,  
AliExpress, DHgate,  
eBay...



### APPS C2C SALE

Wish, Wanelo,  
Wallapop...



### WEBSITES ROGUE PLATFORMS

cheapjersey.com,  
soccerjerseyreplica.net



### CLASSIFIED ADS LOCAL SALES

OLX, Avito,  
Milanuncios...



### SOCIAL NETWORKS PROMOTION & SALES

Instagram, Facebook,  
Twitter...

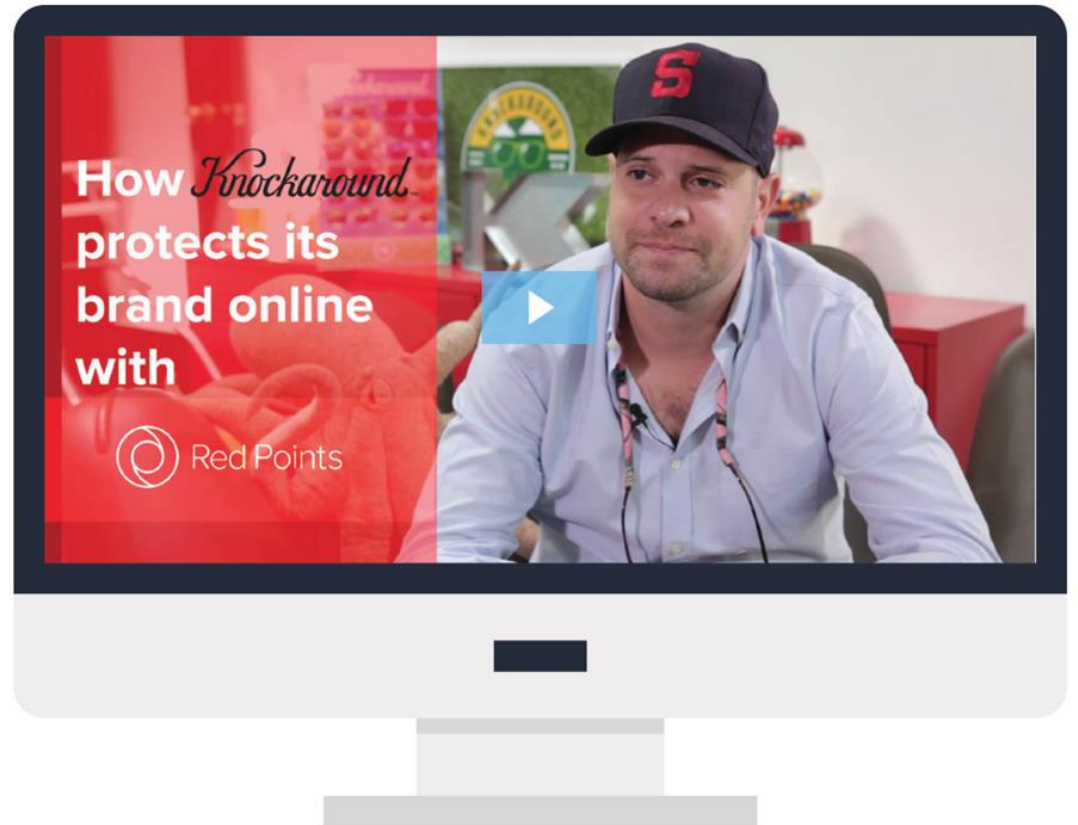
## WHAT OUR CLIENTS SAY ABOUT US

"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



## WHY RED POINTS: FACTS & FIGURES



**96%**

Average success rate of detections to removals.



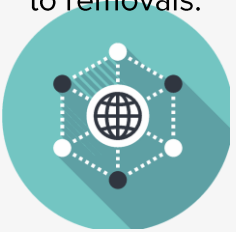
**30+**

Top marketplaces with 99% enforcement rate.



**1.5 DAY**

Average time from detection to removal.



**5,000+**

Marketplaces, social media, apps & websites in our database.



**98%**

Removal of illegal content from the first 3 pages of Google.



**20+**

Languages covered by all services provided.



# RED POINTS IS DEVOTED TO PROTECTING CREATIVITY & INNOVATION

Since 2012, we have been an instrumental partner to hundreds of companies in the fight against online piracy and counterfeiting.

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