

BEYOND THE BUZZWORD

How **Artificial Intelligence** can be  
applied to **online brand protection?**



# Who Am I

## Danae Vara Director of Product at Red Points

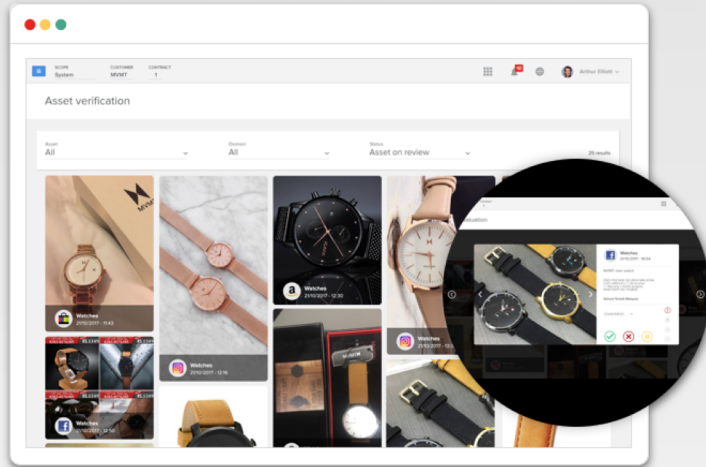
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**10+ years in the tech industry** defining, developing and managing digital products and R&D solutions.

Currently I am in charge of **Red Point's IP monitoring and enforcement platform**, a cornerstone of the company's solution against brand abuse which **detects more than 200,000 IP infringements every month**.

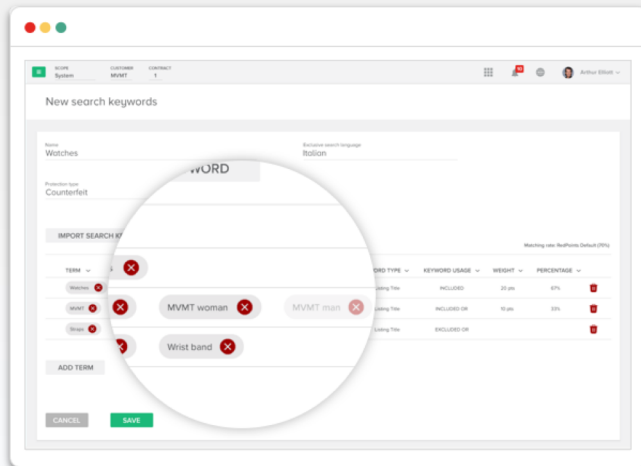


# Brought by **Red Points**



Red Points is **the most rapidly growing company** offering game-changing cloud-based AI technology solution that **automates the task of online brand protection**.

Our software can protect brand assets on multiple platforms on a global scale. We offer **the fastest, most comprehensive, and cost-effective protection in the market**.



Red Points is **the smartest online brand protection solution**, and that's why **more than 20 new customers move to us every month**.

[www.redpoints.com](http://www.redpoints.com)



# Tech **Buzzwords**

Artificial intelligence

Machine learning

Deep learning

Image recognition

Natural language  
processing

Neural networks

Data mining





## Tech Buzzwords

**So tell me...**

Poll on Machine learning

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# How many people have heard about Machine Learning?



## Tech Buzzwords

**So tell me...**

Poll on Machine learning

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# How many people are using Machine Learning?



## Tech Buzzwords

**So tell me...**

Poll on Machine learning

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# How many people know how Machine Learning works?



## Tech **Buzzwords**

**So tell me...**

Poll on Machine learning

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**How many of you  
have been pitched  
IP & Brand solutions  
full of buzzwords?**

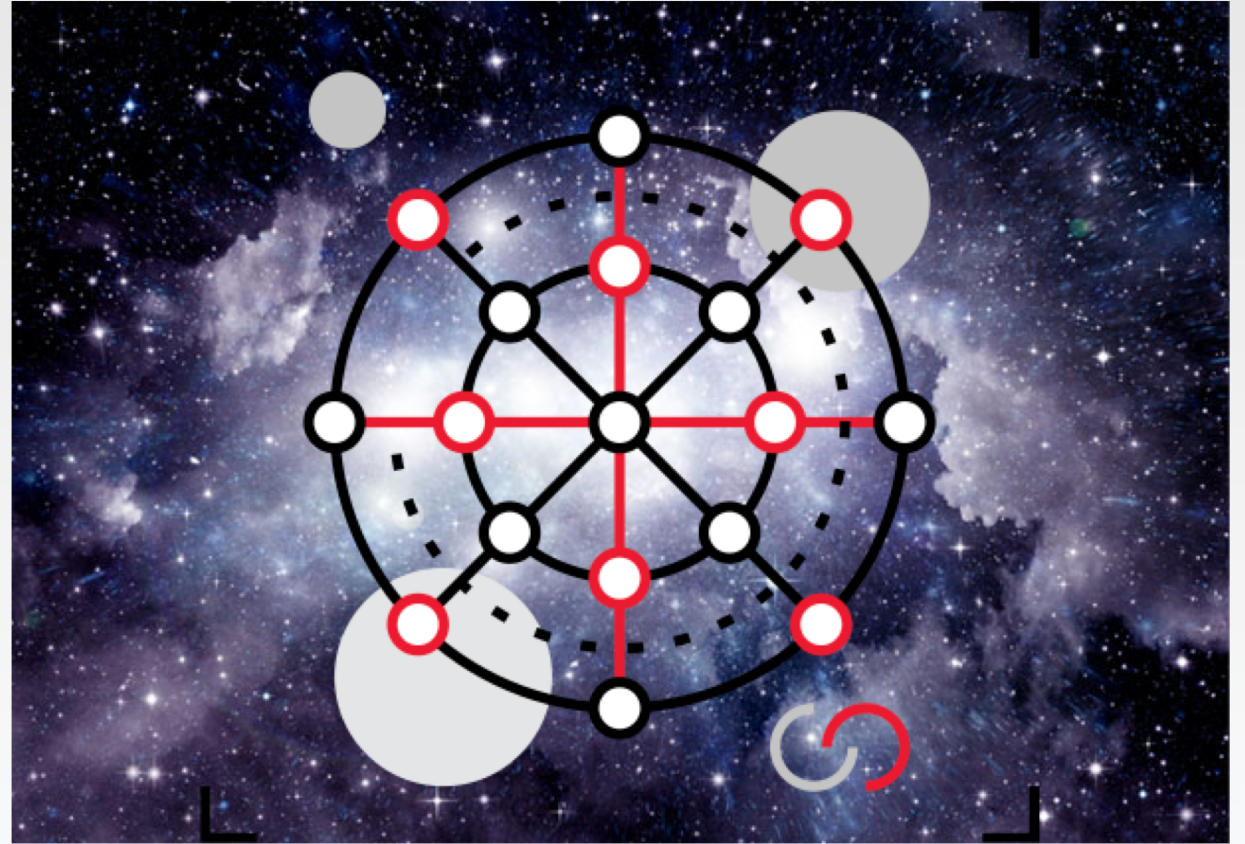


# What is Machine Learning, and what is not?

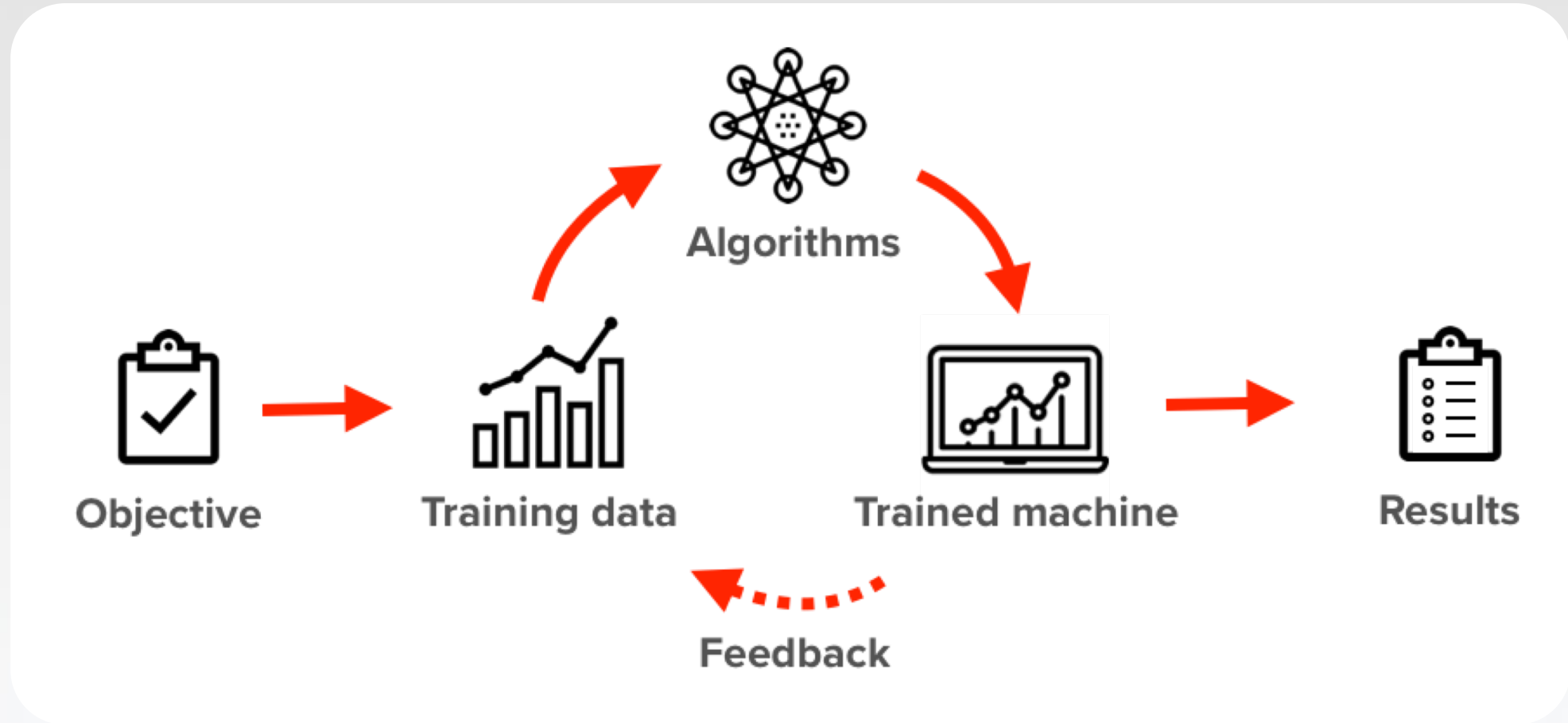
## Think about the cosmos

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Artificial Intelligence is the **universe**, within it there are **galaxies**, one of them is Machine Learning , and within a galaxy there are **planets**, like Deep Learning, Image recognition, etc.



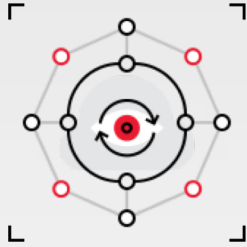
But, how can a **machine learn**?



# Why Machine Learning **now**?

**It has been around for some time,  
so why the hype?**

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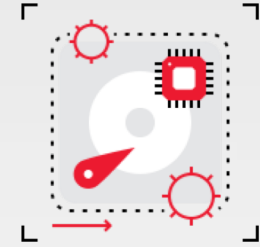
## **Data**

Structured and unstructured data as well as its storage has **grown exponentially in the last decade**. Data is also more accessible.



## **Algorithms**

The algorithms and models **take advantage of both GPUs and Big Data** to train large deep neural networks with large data sets.



## **Computing**

There are great **advancements in GPU compute capacity** along with the hardware becoming available at a cheaper cost.



# Successful ML applications **in other industries**



**Spam filters**



**Self driving cars**



**Chatbots**



**Amazon recommendations**



**Credit Cards Fraud**

# Successful ML applications in Brand Protection

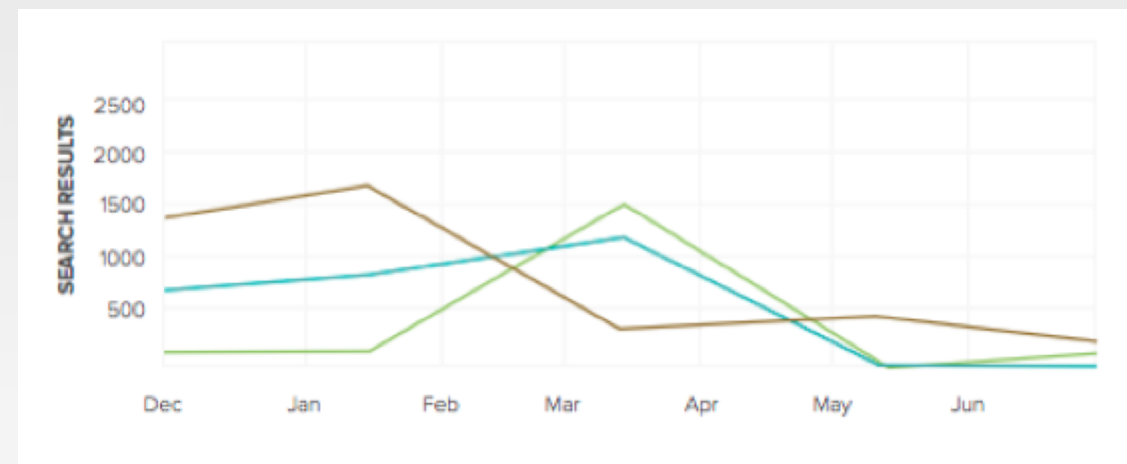
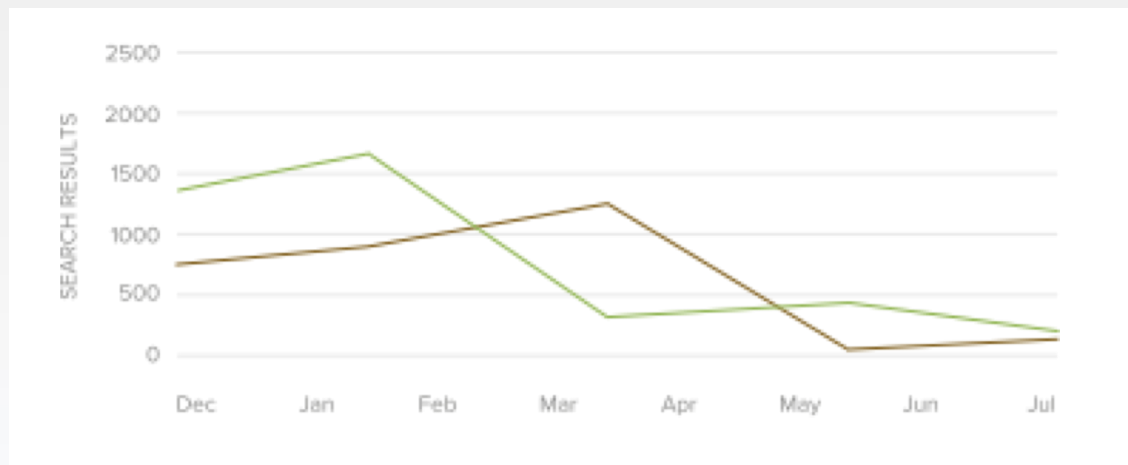
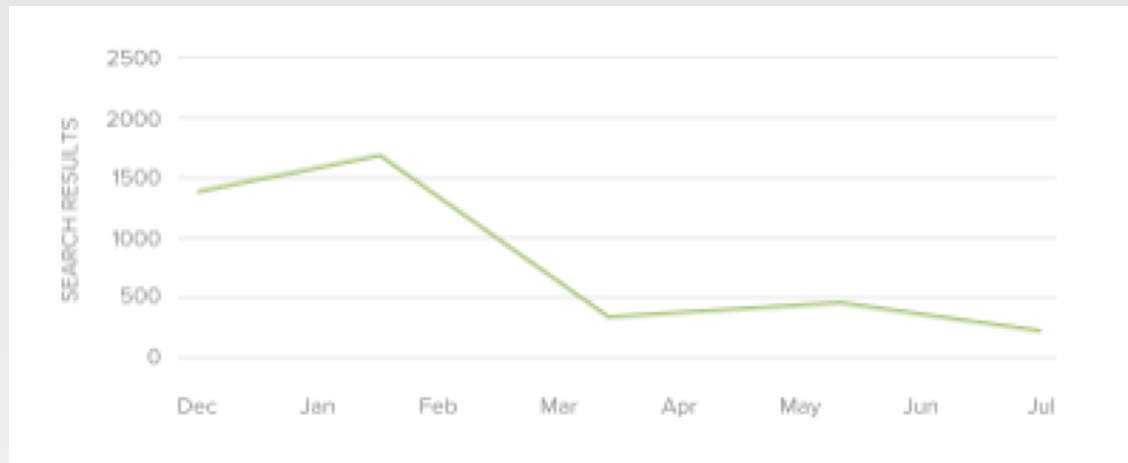
There are many ways how ML can be applied to our industry

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One example of how Red Points is applying AI to fight counterfeit is **using ML to fight circumvention techniques** such as listings evolution




# Successful ML applications **at Red Points**



# Example Tous

## Panda Bear vs. Osos

At Red Points we are already using AI in our product.



### Spanish Jewelry Bear

Be the first to review this product

**Spanish jewelry bear**, a popular and bestseller pattern with a colorful teddy bear design. Terrific tutul This stainless steel jewelry gives an adorable finishing touch to any ensemble.

The *colorful teddy bear* grabs attention and makes the perfect romantic gift.

SKU: WS131200786

Availability: In stock

**\$14.99**

Email to a Friend

0 [Add to Cart](#)

-OR-

Check out with [PayPal](#)



**7% OFF**

Nuevo diseño de estilo Panda mujeres de acero inoxidable plata perla del grano encantos del corazón marca española pendientes joyería del partido oso El pendiente oso

★★★★★ 4 Comentario(s) | 11 Transacciones

Store-wide Discount **7% OFF, 19 days left!**

Precio Con Descuento: **US \$3.88 - 5.51 / Pieza** (EUR € 3.21 ~ 4.56 / Pieza)

Moneda de referencia ▼

App-Exclusivo US \$3.84-5.45 ▼

Opciones:   

Wholesale Price ( Pieza ):	1 + US \$5.51 US \$5.62	5 + US \$5.24 US \$5.63	15 + US \$4.68 US \$5.03	66 + US \$4.27 US \$4.69	100 + US \$4.02 US \$4.32
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Cantidad:  Pieza 194 en Stock ( Stock en: CN )

Precio cada pieza: **US \$1.12 a España vía China Post Air Mail**

Tiempo estimado de envío: Abr 2 y 16, envío dentro de 4 días del trabajo

Precio Total: El precio total dependerá de las características finales del producto que ha seleccionado

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### Panda Bear charm colgante, collar Joias joyería

Precio Normal: **US \$1.40** / Unidad

Cantidad de Pedido Mínima: 1 Unidad

Compra desde: China to **United States by Express ePacket**

Enviado dentro de 2 days.  
Tiempo estimado de entrega: 9-25 days

Gastos de Envío: US \$2.35

Cantidad:  Unidad/es


[Comprar Ahora](#)

**Pago seguro**

- ✓ Retención del pago hasta confirmación por parte del cliente
- ✓ Devolución íntegra del importe en caso de no recibir su pedido
- ✓ Devolución íntegra del importe en caso de no ser como se describe

[Ver detalles](#)



### The New Spanish Bracelet Explosion Models Popular Teddy Bear Braid Bracelet

★★★★★ 0 Review(s) Add Your Review

Spanish Bracelet Explosion Models Popular Teddy Bear Braid Bracelet

Item No.: IV0341	Size: 4.5*4.8cm
MOQ: 1 Pcs	Lead Days: 10 days Days
Style: Bracelet set	Material: Alloy, Rhinestone, Wood, Zinc alloy
Weight: 36.0000 gram	Plating: Shiny gold
Harmless: Nickel Free	Crafts: Stick rhinestone

**\$3.21** Availability: In stock

[Add to Cart](#) Qty:

[Add to Wishlist](#) [Add to Compare](#) [Share](#)

# Traditional Brand Protection vs. Automated

## Cost Analysis

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Based on interviews with our clients, **we estimated the number of hours** spent in all steps of the brand protection service **with and without Machine Learning.**



# Thank you!

**Visit us at our stand for a chat** on how we are applying image recognition, natural language processing, big data, etc.

## Contact us

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