

• LIVE WEBINAR

Preserving your creativity against online counterfeits

Actionable tips to protect your innovations from being stolen by bad actors.



September 12th 9:00 am PST 12:00 pm
EST 6:00 pm CEST



Jayme Smaldone
Founder & CEO of Mighty Mug



Stephen Key
Author & Founder of Invent Right



Jayme Smaldone
Founder & CEO of Might Mug

After a spilled mug ruined an important computer, Jayme decided to create a new type of mug: one that would stand up to falling down and ruining your day (or pants). He came up with the idea of Mighty Mug powered by their patented Smartgrip. Currently, their team numbers more than 15 people, with distribution in over 30 countries. Their goal remains the same: to save you from nasty spills.



Stephen Key
Author & Founder of InventRight

Stephen Key is an award-winning inventor and entrepreneur who has licensed more than 20 products. He is the co-founder of InventRight, a company that teaches people how to license their ideas, and author of the bestseller One Simple Idea. The ideas he has licensed over the past 35 years have sold in Walmart, 7-Eleven, and Disney stores worldwide, as well as been endorsed by Michael Jordan, Alex Trebek, and Taylor Swift. His experience in licensing has taught him the importance IP protection has to ensure the success of any product.

Stephen is trusted by:



Conrado Lamas
VP of Communications at Red Points

Conrado has been working in communications and digital marketing for more than 10 years and is the head of Red Points' Comms Department. Red Points is a technology solution that detects and enforces more than 200,000 brand infringements every month for more than 300 clients.

Red Points is trusted by:



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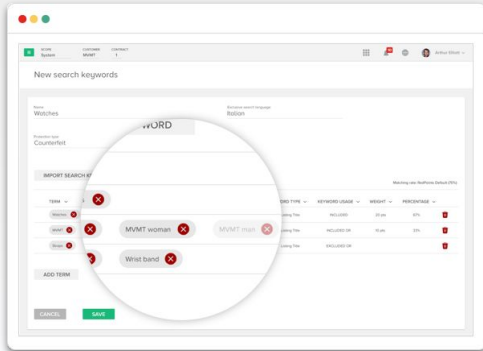
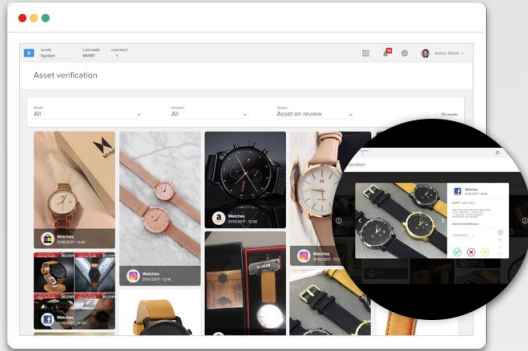


A TECHNOLOGY DESIGNED TO PROTECT YOUR INTELLECTUAL PROPERTY

www.redpoints.com



Red Points **Smart Approach**



Cutting Edge Tech

The only provider with a full technology solution positioned to manage a technology problem of counterfeits

6-12 months ahead of competition.



Extremely Easy to Use

Best in class user experience that delivers an efficiency model designed to **give time back to its customers.**



Get Real, Quick Results

The fastest on-boarding operation in the industry, measured by signature of contract to detection and results.

Get **everything set and running in only 5 days.**



Speed & Accuracy Matters

Best-in-class enforcement, measured by detection to removal from platform, with an average **process time of only 1.5 day.**

The solution: **Smart technology**

Developing product technology to expand capabilities
and to allow the system to make more decisions by
automating more aspects of the process.



Artificial Intelligence

Deep learning processes thousands of elements from your account history and creates new detection rules and keyword opportunities, finding where the problems are hiding.



Image recognition

Red Points spots products based on images. This helps identify cases where the description is evasive or where keyword searches are not viable (patents, design or copyright). The technology is designed to handle a vast spectrum of image edits including resizing, cropping, colour changes and blurring.



Actionable Intelligence

Get the full picture of all the steps involved in the detection, validation and enforcement of your brand online. Build dashboards with a full overview of your brand protection activity. Filter by date, assets, type of infringements, regions, sellers and others.



Smart & Easy-to-Use

No matter the type of source, asset or infringement, Red Points organises all cases into beautiful, user-friendly cards that are prioritised according to their potential threat to your brand. Manage your brand assets in an organized, task-based workflow, with little training required.



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.



< 1%

Of customer churn rate.

Plus 400 additional brands

Trusted by

HEARST
magazines UK

FOREO

Knockaround.



HAWKERS

) david
trubridge

PAUL HEWITT

MVMTM

THE: 5TH



"original
beautyblender"

Parlux

CATAN
STUDIO

DOPE

Plus 400 additional brands



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Contact us

Calle Berlín 38-48 1º
08029 **Barcelona** Spain
+34 93 418 94 33

12 East 49th Street
10017, **New York**, United
States
+1 415 906 5224

info@redpoints.com | **redpoints.com**



16 Ways You Can Fight Back Against Counterfeits & Copycats



Stephen Key, CoFounder



inventRight™

1.

Use the tools provided to
us by the United States
Patent and Trademark
office



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2.

Have inventory
ready to ship.



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3.

Next best: Line up a manufacturer and be ready to go, having done everything but pull the trigger.



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4.

Next best, after that: Have
a minimum quantity of
inventory already ready.



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5.

Bring on someone who is
familiar with
manufacturing in China
prior to launching.



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6.

Contact a potential licensee to notify them about your product before you launch.



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7.

Stay under
the radar.



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8.

Raise venture
capital prior to
crowdfunding.



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9.

Instead of inventing
something new, find a
product that already exists
but needs better
marketing.



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10.
Focus on building
a unique brand.



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11.

Make or design your product in such a way that the average factory won't bother trying to copy it.



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12.

Register for trademark
protection in China.



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13.

**Make it extremely obvious
that you are the original
creator.**



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14.

**Monitor and stay abreast
of knockoffs.**



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15.

Add value beyond the
product itself.



inventRight™

16.

Consider a technological
solution such as
Red Points.

inventRight.com

stephenkey@inventright.com
(209) 480-8603

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