



# Trademarks, Digital-Policing Strategies

Monitor counterfeiters, brand abuse, and licensees with an efficient trademark-management program



JANUARY 25TH



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Brand Protection Manager at Whirlpool



LIVE  
WEBINAR

# Upcoming IPWatchdog Webinars

JANUARY

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## Best Practices Design Patent Filing and Prosecution

Today if you are not recommending your clients obtain design patents you are making a huge mistake. Yet, in FY 2017 there were only 43,272 design patent applications filed, while some 602,354 utility patent applications were filed.

FEBRUARY

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## Unlocking the Value in Software Patents – A Technical Perspective

Alice has had an impact on software patents, but they still hold significant value. If your portfolio includes software patents, there will be times when you want to extract value from that portion of your portfolio. As with any patent, there are three key criteria that must be applied when determining value: is it being used, is its use economically significant, and can that use be proven.

FEBRUARY

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## Preparing and Prosecuting a Patent That Holds Up to Challenge

There are a variety of reasons why issued patents can be of questionable value. Mistakes made during preparation and prosecution of the patent are among the main reasons an otherwise commercially successful technology can produce a portfolio of low value, or even worthless patents.

MARCH

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## Know Your Examiner – Practical Tips for Increasing Patent Allowance Rates

The first commandment of patent prosecution should be to know your patent examiner. To do this patent practitioners need to take into account examiner time constraints and production goals, what examiners need to see to allow an application, and must have an appreciation for what examiners are being instructed to do by supervisors.



Register: <http://www.ipwatchdog.com/ipwatchdog-webinars/>

# IP LAWYERS: YOU'RE NOT ALONE

Cutting edge **technology**, an experienced **legal team** and expert **analysts**. Red Points is a potent combination to protect your business. Our solution combines the speed and accuracy of our technology, with the **experience** of our lawyers and the **expertise** of our analysts.

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## EFFICIENCY

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# Speakers



**Gene Quinn**  
IPWatchdog



**Nate Davis**  
Whirlpool



**Joan Porta**  
RedPoints

# Outline

Policing trademarks comes in two parts: Guarding against infringement, and making sure those who lawfully are using your trademarks are living up to requirements and not causing harm to the brand. Without a comprehensive trademark policing regime in place, which continually checks quality, authorized users, and is keeping a close eye on counterfeits, the trademark can become significantly damaged.

In addition to taking as many questions as possible from the audience, this webinar we will discuss:

- The importance of having a proactive trademark policing program.
- The very real and growing problem of counterfeits.
- How to design a systematic approach to identify infringements and counterfeits.
- The importance of having a proactive trademark policing program.
- How to use technology to effectively monitor the web.

# For Discussion

Policing trademarks is critically important for any trademark owner, and absolutely essential to maintaining a brand.

Activities related to policing trademarks comes in two distinct, but equally important endeavors: Guarding against infringement and making sure those who lawfully are using your trademarks are living up to requirements and not causing harm to the brand.

Trademark infringement can be a big issue, but increasingly the biggest issue is not merely infringement associated with a competitor going to far or getting too close, but with criminal enterprises engaging in widespread counterfeit operations.

By some estimates the global cost of counterfeiting has risen to nearly \$2 trillion dollars. Counterfeiting is becoming a plague on the world economy.

Of course, as trademark owners rightfully focus on the growing epidemic of counterfeiting in the real and online worlds, tried and true mechanisms of policing trademarks cannot be ignored. Without a comprehensive trademark policing regime in place, which continually checks quality and authorized users, the brand will suffer and the trademark, which is a source identifier for the consuming public, can become significantly damaged.

Policing a trademark is an affirmative duty and absolutely essential for trademark owners.

# 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...



# 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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