

## GLENCAIRN CRYSTAL

# How SnapDragon has helped Glencairn to protect its uniquely designed 'Glencairn Glass' around the world

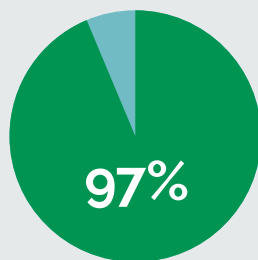


## QUICK FACTS

### KEY MARKET PLACES:

Amazon (UK, US, France, Italy, Netherlands, Japan, Germany) and eBay worldwide, Alibaba, Aliexpress, DHGate, Taobao, 1688, Shopotam, JD.com and

### PERCENTAGE OF LINKS REMOVED



\*The percentage of links removed against links reported for removal.

## Global expertise

Glencairn is the leading supplier of high quality, distinctive glassware and crystal to the Scottish whisky industry and has been so for over thirty years. Founded by Raymond Davidson whom, as a whisky connoisseur striving to deliver the perfect tasting experience, developed the tulip shaped, Glencairn Glass to do exactly this. Always aware of the potential for infringement in a worldwide marketplace, the intellectual property surrounding the Glencairn Glass, including design rights, trademarks and copyright was widely registered – a move which proved its worth in the years that followed. The firm's innovative approach, expertise and diligence around IP has led to its global success in manufacturing glasses, bottles, decanters and more for the world's premier brands.

## A victim of its own success

Such was the success of the firm's flagship Glencairn Glass, which quickly became a global sensation in the industry, a multitude of counterfeits and copy-cats emerged. From basic issues where legitimate sellers were flouting brand guidelines, merchandising companies 'simply copying' the glass, to counterfeits of dubious quality and heritage, Glencairn had to take action to protect its international reputation, its revenues and its customers.

Initially introduced by its legal counsel, Glencairn turned to SnapDragon for help to protect its iconic tulip shaped glass online.

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*Blood, sweat and tears have taken this company from the initial Glencairn Glass, designed by my father, to become the global success it now is. Quality and innovation are key. Infringement is something we will not, and do not, tolerate – and this is where SnapDragon came in.*



Scott Davidson,  
Managing Director,  
Glencairn Crystal

# The solution – how we worked to solve their problem

- **Identifying and reporting copy-cat products in the market to protect revenues**

Briefed to [identify and remove infringing products from the online marketplaces](#), SnapDragon was able to make an immediate and dramatic impact using its multilingual analysts and [Swoop software](#). The quick and efficient identification and reporting of copy-cat products for removal was key in protecting Glencairn's reputation and revenues. Hundreds of sellers were identified in the first few months, leading to the quick removal of hundreds of links across the online marketplaces. Each link represented copy-cat glasses sold, encompassing anything from a single glass to quantities escalating to several thousand per listing. Online sales data was also easily collated for use by Glencairn's legal teams for formal actions to be filed in various territories.

SnapDragon also worked with the firm to list its key products on the [European Intellectual Property Office's Enforcement Database](#). This has proved critical in alerting border officials to the physical movement of infringing goods through Europe.

- **Responsively protecting reputation and identifying key areas for brand strategy**

After the initial problems were addressed, and relevant data collated for use by Glencairn's legal counsel, SnapDragon's Swoop software has continued to deliver a sound ROI, by identifying lookalikes in new territories and on new marketplaces. Such monitoring has also been useful in identifying territories where new IP filings could be very useful.

- **Fast, efficient and effective – always**

SnapDragon's expertise in the online IP landscape has enabled Glencairn to participate in several innovative programmes implemented by the major platforms, such as the Alibaba group. These, coupled with Swoop and the team's ongoing diligence, continue to ensure fast, efficient, and successful take-downs for the continued protection of Glencairn worldwide.

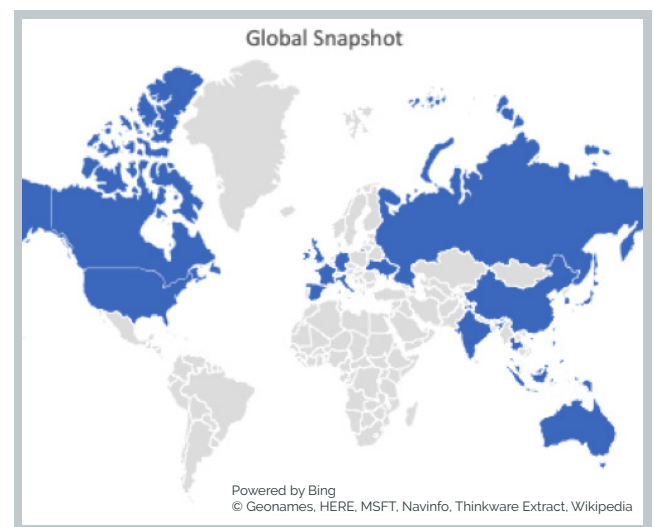
Fighting back against counterfeiters can be a stressful and time consuming process but it doesn't have to be.

It happened to us – and we are here to help.

So feel free to [contact us](#) for a no-obligation discussion.

Or visit [www.snapdragon-ip.com](http://www.snapdragon-ip.com) to learn more.

Territories monitored for infringements and to inform IP strategy:



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*Of particular and additional relevance, Swoop enables Glencairn to keep a beady eye on how its distribution strategy is working around the world, in terms of consistency of branding and price. All of this combines to protect our customers, our reputation and our revenues and is a sound ROI, without question.*



Scott Davidson,  
Managing Director,  
Glencairn Crystal

