



Ad Supported IP Infringement

Online IPR Protection – Proactive Measures

Xiamen, 5 November 2018

Proactive Measures

Ad Companies

- Contractually committing to compliance
- Regular reporting
- Application of protection on 100% of campaigns
- Integrate *static* “block lists” and *dynamic* IP protection “brand safety tools”
- Regular filtering of inventory (domain lists)
- Real-time bid checking:



Proactive Measures

Ad Companies: Voluntary Initiatives



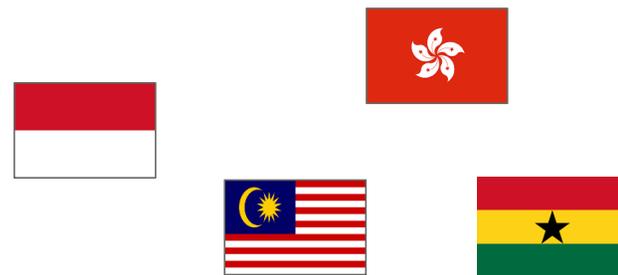
- Positive compliance
- Using safe partners – all certified
- Piracy, malware, fraud
- Monitoring and audits?

Proactive Measures

Criminal Focus And Infringing Lists



IWL (Infringing Website List)



Proactive Measures

Affiliate Marketing And IP Infringement

- Affiliate marketing – instant payments e.g. gambling, travel, vouchers
- High volume traffic sites
- Affiliate “masking”
 - Safe affiliate with unsafe inventory
 - Engagement with non-transparent affiliate networks
- Tracking affiliate codes to identify supply chain issues

[https://www.\[brand\].com/en/?forcelp=1467&promoRedirect?key=ej0xMzc3MTY](https://www.[brand].com/en/?forcelp=1467&promoRedirect?key=ej0xMzc3MTY)

[NzY4JnA9NzA0NjQ1&var1=8829_&var9=2373209640&var10=2ld10ut500affiliat](https://www.[brand].com/en/?forcelp=1467&promoRedirect?key=ej0xMzc3MTYNzY4JnA9NzA0NjQ1&var1=8829_&var9=2373209640&var10=2ld10ut500affiliat)

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Proactive Measures

Link Shortening And IP Infringement

- Advertising injected when clicking on shortened link
- Often used with suspicious links
- Advertising companies profit
- Brands are unaware

Pirate links are masked by **link shortening**





Questions?

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