



Brand Protection With An Impact

New technical tools to combat counterfeits and piracy online

Leo Yan, Head of PointerBP China & APAC





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Head of PointerBP China & APAC Pointer Brand Protection

Having begun his career as a brand protection analyst covering the APAC region, head of PointerBP China office, Leo Yan, is brand protection professional with a comprehensive knowledge of counterfeiting and other IP infringement trends.

He has a solid IP law education background from Maastricht University and is specialized with an in-depth focus on new technologies and their uses in defending brands.

A bi-lingual Chinese-English speaker, Leo has lived in numerous countries around the world and embodies Pointer's global reach. He is responsible for managing and developing PointerBP China & APAC team.



About PointerBP

Brand Protection With An Impact.

- Global coverage, offices in Amsterdam, New Jersey, Shanghai and Ukraine.
- 150+ experts and a Legal team with over 50 IP-specialists from over 30 different nationalities.
- 35+ software developers that innovate daily.
- Certified investigative department.
- Global partnership with all relevant third parties.
- Passionate when fighting fraud and infringements.



EXPLORE OUR BRAND PROTECTION SOLUTIONS

Brand Protection With An Impact.



MARKETPLACE PROTECT

Collect 100% of the offers of your products on all marketplaces. Automatically segment infringing offers and identify largest sellers.



APP STORE PROTECT

Monitoring of all the largest, global app stores. Separate infringing from non-infringing apps and send DMCA's.



DOMAIN MANAGEMENT

Facilitate the registration of domain names under all TLDs and the management of your domain portfolio.



DOMAIN AND WEBSITE PROTECT

Identify all domain names and web shops that infringe your brand. Send automatic C&Ds to ISP, registrants and search engines.



PAID SEARCH PROTECT

Identify and remove unauthorized ads on PPC channels from appearing on your branded keywords



INVESTIGATIONS

Our team of certified investigators identifies, monitors, and enforces individual infringers and advises you on how to best proceed with each case.



SOCIAL MEDIA PROTECT

Extract all posts and profiles that mention or use your brand name. Automatically segment infringing content and inform platforms.



CASE MANAGEMENT

Stand-alone program to centralize all our individual customers' cases, including all their relevant information.



DISTRIBUTION PROTECT

Allows brands to identify and monitor which of their retailers is selling their products on online marketplaces.



Our topics today.

01

Machine Learning

Human learns by experiences; machine learns from human.

02

Reverse Image Search & Image Classification

Images tell the story.

03

Connecting Dots – O2O

Mapping the infringing network.



Machine Learning.





**Human learns by
experiences;
machine learns
from human.**



- Brand protection experts identify counterfeits/infringing products based on product knowledge training.
- Software remembers the actions of brand protection experts and learn to pre-identify the products just as what the human does.
- Software shows the risk rating in and brand protection experts double review and take actions where necessary.
- Software gets smarter when it's corrected by brand protection experts.



Machine Learning - Example

Human learns by experiences; machine learns from human.

Thumbnail	Title	Platform	Seller Name	Date ▼	Price ↕	Quantity ↕	Description Analyzer	Tags
	...	Taobao (1)	...	25-05-2019	€68.44	1	100%	...
	...	Taobao (1)	...	25-05-2019	€69.73	1	99%	...
	...	Taobao (1)	...	25-05-2019	€68.44	1	100%	...
	...	Taobao (1)	...	25-05-2019	€103.37	1159	100%	...
	...	Taobao (1)	...	25-05-2019	€103.37	105	100%	...



Reverse Image Search & Image Classification.





Reverse Image Search

Images tell the story.

- Sellers in a certain infringing network might all use a set of product images of the infringing products.
- PointerBP database collect all relevant listing info (including product images) from global e-commerce platforms.
- Images are processed by algorithms in PointerBP database.
- A reverse image search then pulls back all the identical/similar images from all the designated e-commerce platforms.
- Infringing listings then are enforced in one go.



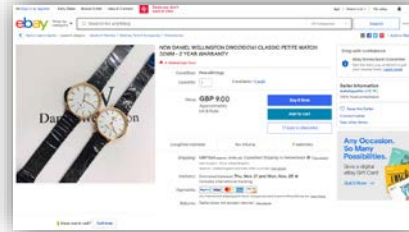
Counterfeits Identified

Date: 15 October 2019
Seller: Authentic Watch 1 AK
Platform: DHGate.com
Price: 5 USD



Pictures Appear Also on eBay

Date: 5 November 2019
Seller: Watch Dealer Reps
Platform: eBay
Price: 15 USD



Reverse Image Search

Date: 20 October 2019
280 different profiles active on Lazada platform with the same image as detected
Price ranges between 7,50 – 9 USD



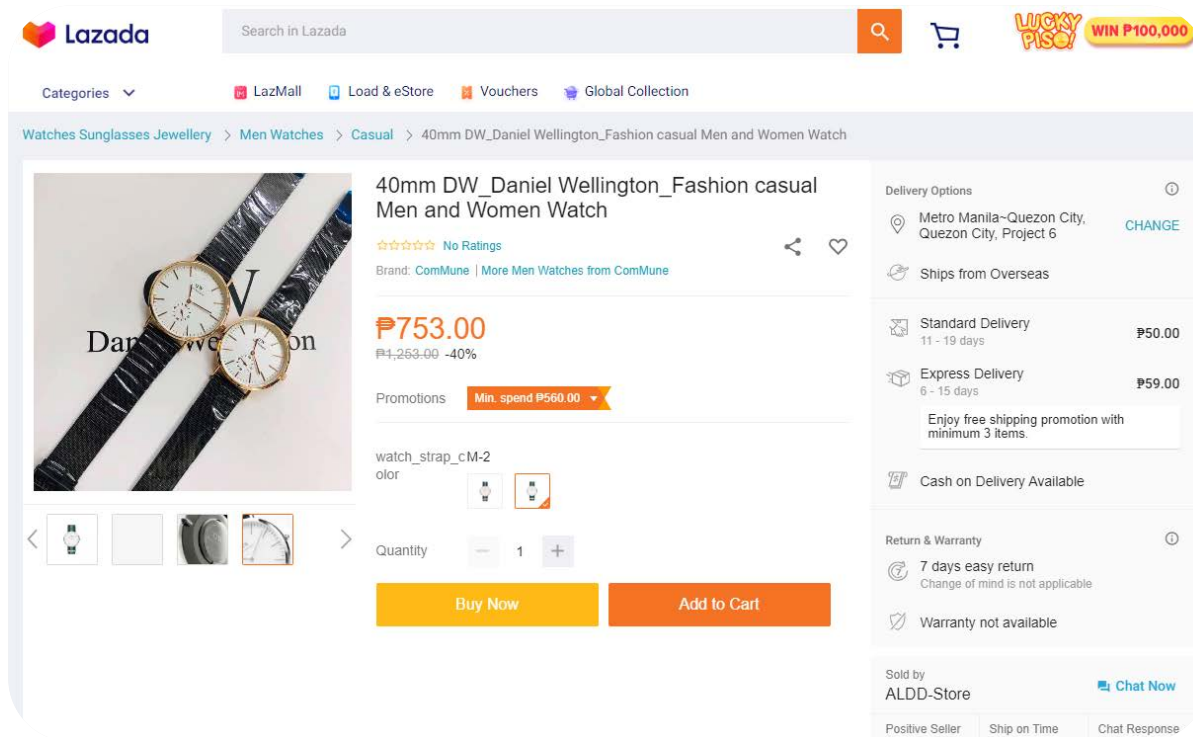
High Impact

Pictures are blacklisted in PointerBP database. When The same pictures are re-published, we take immediate actions.



Reverse Image Search - Case

Images tell the story.



Counterfeit product detected on
Lazada.com

Reverse image showed
many other **connections**

Tracing back to the source
by using the image

Blacklisted the image for
disrupting the operation



Reverse Image Search - Case

Images tell the story.

The screenshot displays the POINTER Market protect interface. The top navigation bar includes the POINTER logo and a menu icon. The main header shows the path: Home / Enforcement / Market protect. Below this, there are tabs for 'Market protect' and 'Domain protect'. The interface is divided into two main sections: 'SELLER INFORMATION' and 'LISTING INFORMATION'. The 'SELLER INFORMATION' section shows details for 'Advantage IX' with a '1000232343' ID, a '6' total listings, and a '0 / 5' reported listings. The 'LISTING INFORMATION' section shows details for 'Original Daniel Wellington' with a 'Lazada' platform, 'UNKNOWN' condition, and a '€49.82' price. Below these sections, there are buttons for 'Enforce', 'Cancel enforcement(s)', 'Export', 'Import xlsx', 'Tag', 'Refresh', and a 'View seller' button. The main table displays search results with columns for Thumbnail, Title, Platform, Seller ID, Seller Name, Date, and Price. The first row is highlighted in red, indicating a match or enforcement action.

	Thumbnail	Title	Platform	Seller ID	Seller Name	Date	Price
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000232343	Advantage IX	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000229437	Good IX	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000229766	Help III	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000226053	Sense I	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000217903	Assist V	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000194493	Affordable XVI	27-08-2019	€49.82
●		Original Daniel Wellington Couple Black White Gold Ready Stock	Lazada (1)	1000229908	Serve VI	27-08-2019	€49.82



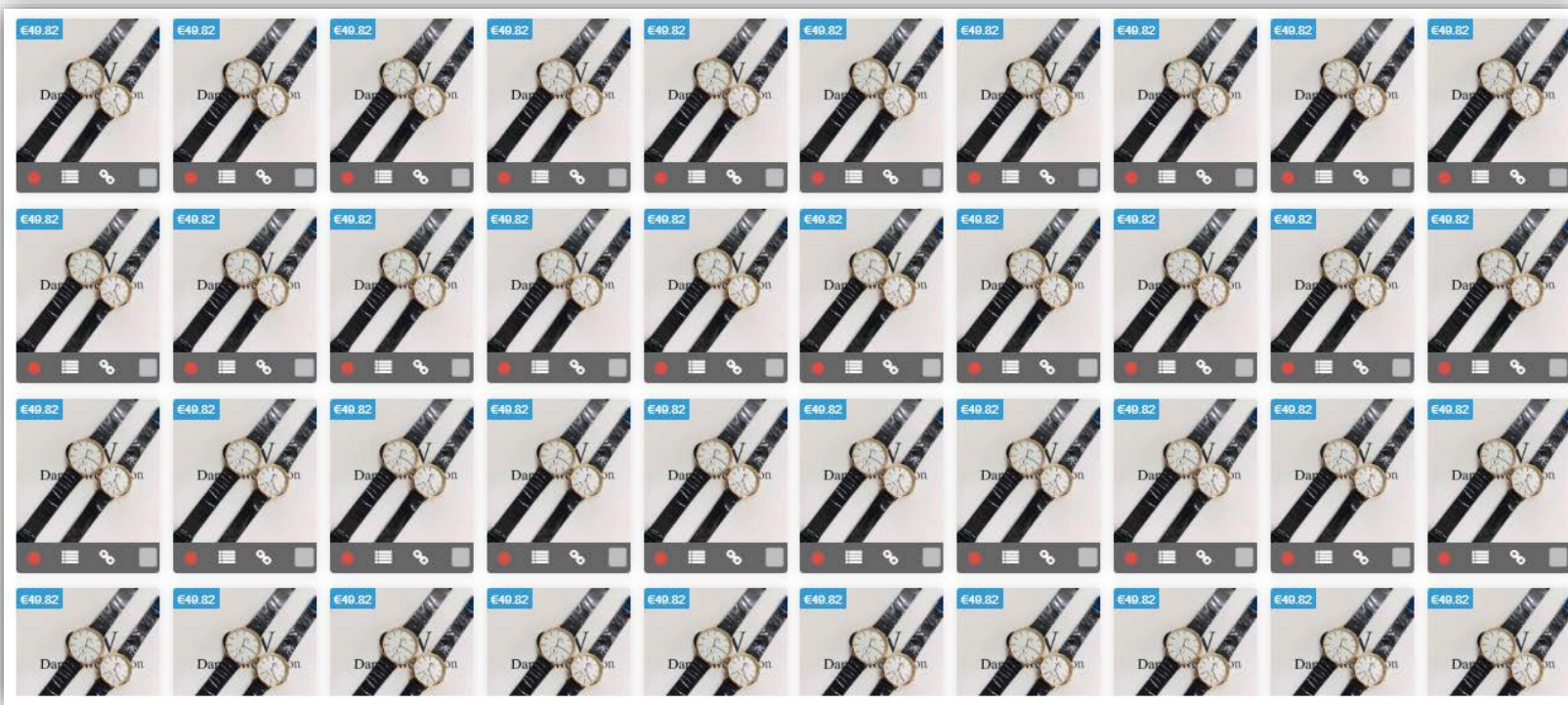
Reverse Image Searches – Identical Pictures

Match percentage

80

100

100 %_{Match}



Reverse Image Searches – Similar Pictures

Match percentage

80

100

80 % Match



Image Classification














Images tell the story.

- Client might have different product lines, footwear, sports clothes, merchandising, hats etc.
- PointerBP database process the images from global e-commerce platforms and determine what is in it based on the algorithms by product categories.
- Instead of searching with texts or keywords, it's easy to check and review images in a certain product category.
- Human inputs help make the machine more and more accurate and smarter.



Image Classification - Case

Images tell the story.

Overview		Description		Screenshots					
NIKE 耐克女鞋AIR MAX270 2017 男鞋 881109-001-101-000-100-100 (36-42) 66436 Taobao									
	Listing date 24-05-2019	Seller tb743412047	Price €53.37	Rating 0	Condition Unknown	Listing label			
<div>sneaker</div>  <div></div>	<div>sneaker</div>  <div></div>	<div>sneaker</div>  <div></div>	<div>sneaker</div>  <div>881109-105</div>	<div>sneaker</div>  <div></div>					
	Occurrences			Listing label			Enforcement		



Connecting Dots – 020.





How do we identify 'good' targets in the investigations process?



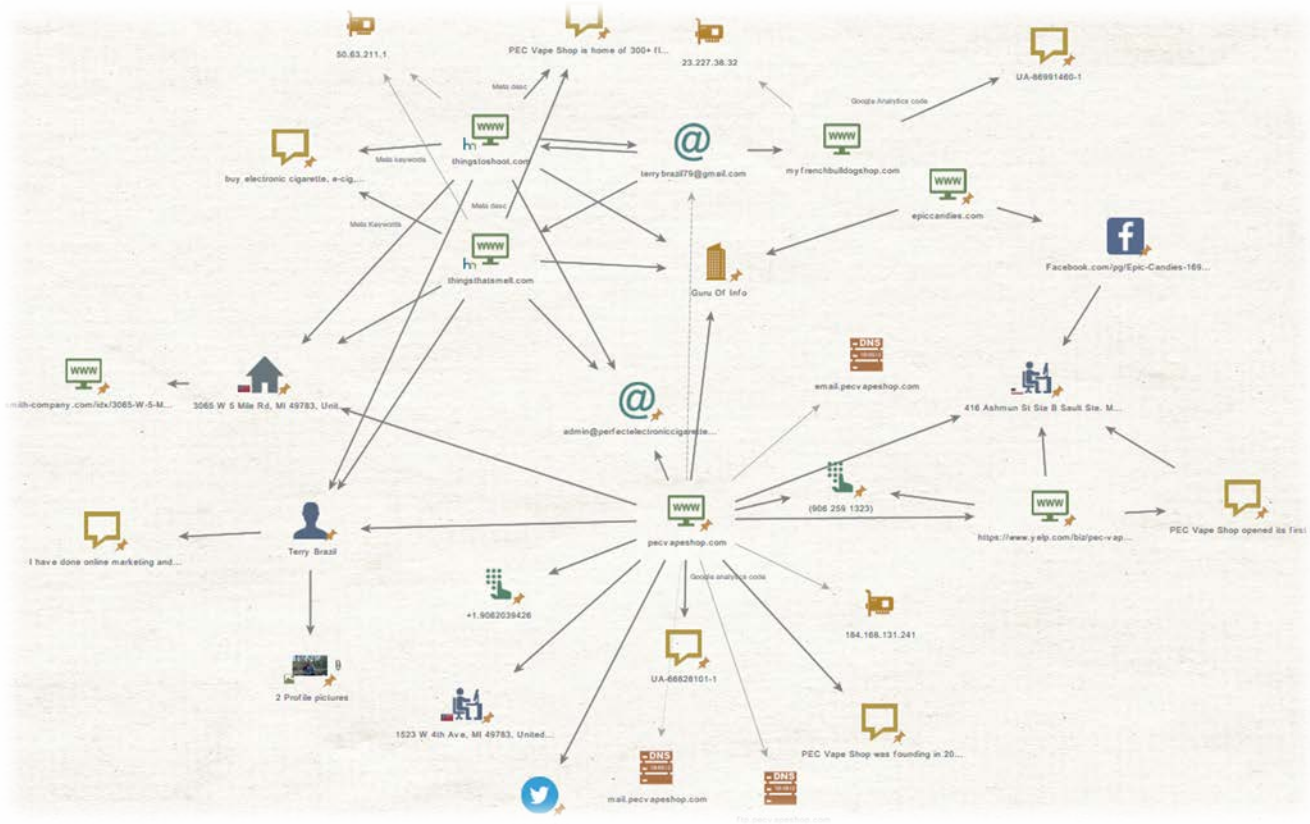
Pointer's O2O strategy

- Online to offline
- Offline to online



Online to Offline Strategy

Pro-actively scan and search for good targets



“You can’t hit a target you cannot see, and you cannot see a target you do not have.”

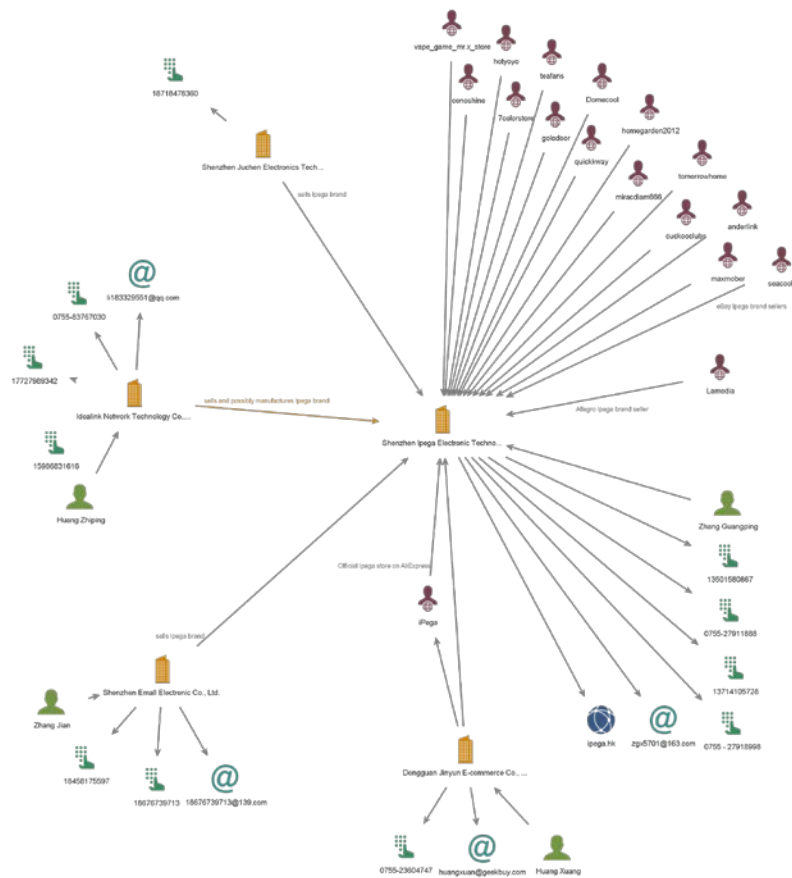
- Zig Ziglar

- Clustering based on the shared info
- IP reverse – connecting mass amounts of domains
- Intelligence reports



Pro-actively scan and search for good targets

<https://www.amazon.com/Controller-PowerLead-Wireless-Playstation-Vibration/dp/B07MG4VV2V/>



Offline to Online Strategy

Import offline cases into PointerBP database and check connected online info



Let's fight infringements
together.



Questions?





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