Brand Protection With An Impact

New technical tools to combat counterfeits and piracy online

Leo Yan, Head of PointerBP China & APAC
Having begun his career as a brand protection analyst covering the APAC region, head of PointerBP China office, Leo Yan, is a 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 DMCAs.

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.

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

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.

<table>
<thead>
<tr>
<th>Title</th>
<th>Platform</th>
<th>Seller Name</th>
<th>Date</th>
<th>Price</th>
<th>Quantity</th>
<th>Description Analyzer</th>
<th>Tags</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Taobao</td>
<td></td>
<td>25-05-2019</td>
<td>€68.44</td>
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<td>Taobao</td>
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<tr>
<td></td>
<td>Taobao</td>
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<td>25-05-2019</td>
<td>€103.37</td>
<td>105</td>
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Reverse Image Search & Image Classification.
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

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

Pictures Appear Also on eBay
Date: 5 November 2019
Seller: Watch Dealer Reps
Platform: eBay
Price: 15 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.
Reverse Image Searches – Identical Pictures

100 % Match
Reverse Image Searches – Similar Pictures

Match percentage
80

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.

<table>
<thead>
<tr>
<th>Listing date</th>
<th>Seller</th>
<th>Price</th>
<th>Rating</th>
<th>Condition</th>
<th>Listing label</th>
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<tbody>
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</table>

This case study demonstrates the use of images in classification tasks, particularly highlighting the importance of visual data in identifying and classifying products, such as sneakers, on platforms like Taobao.
Connecting Dots – O2O.
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
Online to Offline Strategy – Case

Pro-actively scan and search for good targets

**Offline to Online Strategy**

Import offline cases into PointerBP database and check connected online info
Let’s fight infringements together.
Questions?