



MarkMonitor AntiCounterfeiting™

Five Reasons why the world's largest companies trust MarkMonitor® to protect their brand and revenue against counterfeiting

1 —
ADVANCED DETECTION AND
ANALYSIS TECHNOLOGY

2 —
EFFICIENT ENFORCEMENT OF
BRAND INFRINGEMENTS

3 —
EXECUTIVE DASHBOARDS
AND IN-DEPTH REPORTING

4 —
WORLD-CLASS SERVICE

5 —
DEEP INDUSTRY EXPERTISE
AND RELATIONSHIPS

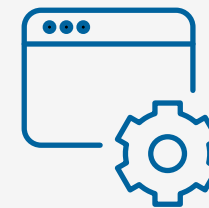
Advanced
Detection
and Analysis
Technology

Our anti-counterfeiting technology detects, analyzes and acts against possible infringements across the broadest range of digital channels



BROADEST RANGE OF DIGITAL CHANNELS

We cover the most digital channels – websites, marketplaces, social media and mobile applications – to give you maximum visibility into where and how your brands are being used or exploited.



DETECT, ANALYZE AND ACT AGAINST POSSIBLE INFRINGEMENTS

We don't just detect possible infringements; we give you tools to analyze the data and enable you to have the most effective enforcement strategy.



GLOBAL COVERAGE

We provide data on how your brand is being used online worldwide, so that infringing items do not escape detection regardless of geographic location.

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Efficient
Enforcement
of Brand
Infringements

We give you the ability to efficiently remove
infringing products from marketplaces worldwide



BULK ENFORCE INFRINGING ITEMS

Our enforcement APIs work with a wide variety of marketplaces, which gives you the ability to enforce against infringing items in bulk and expedite their removal.



HIGHEST NUMBER OF SUCCESSFUL ENFORCEMENTS IN THE INDUSTRY

We create industry-standard best practices and work with global strategic partners across the globe to get you the best possible enforcement rate.



IDENTIFY AND ELIMINATE HIGH-VALUE TARGETS

We leverage leading-edge technology and integrate multiple data sources, including proprietary streams, to identify and eliminate high-value targets.

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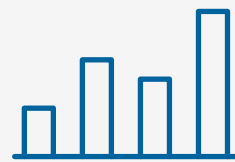
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Executive Dashboards and In-Depth Reporting

Our visual dashboards and in-depth reporting provide valuable insight into your anti-counterfeiting efforts



DYNAMIC, VISUAL DASHBOARDS FOR QUICK INSIGHT

You can quickly see how your program is doing using dynamic dashboards that give you key metrics.



IN-DEPTH REPORTING FOR KEY SUCCESS METRICS

We provide you with all the data you need to get a detailed look at who your top infringing sellers are, their geographies and your enforcements.



INTELLIGENCE TO IDENTIFY HIGH-VALUE TARGETS

Our analytical reports help you identify high-value targets. This enables you to focus on the most important infringers for maximum impact.

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World-Class Service

We advise the most sophisticated clients around the globe on their anti-counterfeiting strategy



NEARLY 100% CUSTOMER SATISFACTION

We lead the industry in customer service with a near-perfect customer satisfaction score.



DEDICATED CLIENT SERVICES MANAGER

You get a dedicated client services manager for one-on-one support. You can also get access to our experienced managed services team.



OVER HALF OF THE FORTUNE 100 COMPANIES RELY ON US

Our expertise and world-class customer service is relied upon by the world's largest companies, including 90% of the top U.S. technology companies (by revenue) and 70% of the top U.S. banks (by assets).

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Deep
Industry
Expertise and
Relationships

Our wealth of expertise and global industry partnerships works on your behalf everyday



ACTIVE ADVOCATES ON BEHALF OF YOUR BRANDS

Our experts are deeply committed to advocating on behalf of global brands and help draft policies that positively impact your fight against infringers.



PARTNERSHIPS WITH GLOBAL E-COMMERCE SITES

We work with the largest online marketplaces across the world to help shut down infringing product listings efficiently.



GLOBAL SERVICES TEAM

Our highly experienced services team work with key online entities for an effective strategy. Team members are located around the world, including a dedicated team in China.