Mobile Apps:
Unparalleled Oversight of Mobile App Abuse

Global brands increasingly rely on mobile apps as a means to promote their brands and engage with customers. That's why, in this progressively omnichannel world, it's critical for brand owners to monitor app stores to mitigate the risk of negative experiences with unauthorized mobile apps — not only in the most popular app stores, but in less secure, third-party emerging app stores around the world.

The Prevalence and Global Scope of Mobile App Abuse

As branded apps proliferate, brands need visibility into the global mobile space to maintain control over their intellectual property. Common mobile app infringement includes trademark abuse, in which creators of fake apps impersonate leading brands, or unauthorized apps falsely claim association with brands; and copyright abuse, where "copycat" apps misuse copyrighted images and logos. In addition, app developer and partner non-compliance abounds. All of these abuses negatively impact both brand reputation and revenue as rogue apps confuse consumers and lure profits away from legitimate brand owners.

In today's digital world, it's not enough for global brands to simply scan the most popular domestic app stores. Brand owners need to monitor internationally, especially in less secure third-party app stores in emerging markets like India and China. And because online brand abuse isn't limited to a single channel, global brands must monitor for abuses found across the Internet, including online marketplaces, social media and independent websites, to identify and prioritize infringement conducted by the same bad actor.

Exercise the Broadest Level of Control over Your Intellectual Property

MarkMonitor Brand Protection – Mobile Apps enables companies to protect their brand assets against impersonation and false association from unauthorized mobile apps, as well as the unauthorized distribution of mobile apps.

MarkMonitor helps brands quickly identify and enforce on high-value infringers by correlating abuse found in a wide variety of mobile app stores, including third-party app stores. With MarkMonitor Brand Protection – Mobile Apps, brands are able to ensure mobile apps are up to date and in compliance, helping to maintain customer satisfaction and a consistent, positive brand experience. Furthermore, by monitoring millions of apps on a global basis, MarkMonitor can provide unique insights into how and where mobile apps are used and help inform business decisions about the mobile channel.

Target and Enforce Against the Most Egregious Offenders

MarkMonitor Brand Protection – Mobile Apps is designed to enable brands to focus enforcement where it matters most:

- **Extensive coverage to identify the most egregious IP violations.** MarkMonitor uses leading-edge technology to fully scan domestic and international third-party app stores. Coupled with advanced image matching technology, MarkMonitor surfaces the most egregious IP violations.

- **Effective and efficient enforcement.** Brands can manage large volumes of enforcements across app stores with differing enforcement policies, including oneclick enforcement for leading app stores.

- **Sophisticated case management for thorough oversight.** MarkMonitor tracks communication between the developer, app store and brand owner, keeping all critical correspondence and evidence in one central, secure location.

Detect, Enforce and Prevent Mobile IP Violations

Mobile app use — and abuse — is growing at such a rapid pace that brands can't afford not to protect their IP in the mobile space, particularly against the most extreme offenders. MarkMonitor Brand Protection – Mobile Apps is the only solution on the market that comprehensively combs mobile app stores around the world giving brands the ability to target high-value infringers for effective and efficient enforcement.

Key Features:

- **Comprehensive Coverage:** Identifies potentially infringing apps by scanning app stores and downloads key descriptive data points for each app on all covered app stores worldwide.

- **Advanced Image Matching:** Detects unauthorized use of copyrighted images and logos to identify non-compliant third-party developers or detect cases of malicious infringement.

- **Developer Contact Repository:** Collects developer contact information and provides a proprietary database of known aliases to formulate a more targeted enforcement strategy.

- **Case Management:** Manages large volumes of potentially infringing app results — from detection through enforcement and compliance tracking.

- **Enforcement:** Uses online form or email-based enforcement of large volumes of infringing apps across all monitored app stores. Flexible enforcement options are available to manage developer communications.

- **Developer Watching:** Enables visibility into apps – including new or modified apps — associated with infringing developers to identify less obvious brand abuse.

- **App Change History:** Tracks compliance by recording changes or updates to enforced apps and flags these changes for review.

- **Dashboards and Flexible Reporting:** Gives insight into real-time data on detection, case and enforcement actions, as well as the business impact of enforcement programs.

For additional information on MarkMonitor Brand Protection – Mobile Apps, call us at **1-800-745-9229** or visit us at **markmonitor.com.**

More than half the Fortune 100 trust MarkMonitor to protect their brands online. See what we can do for you.

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