



# Online Brand Protection Marketplaces

**The online retail market is dominated by big players, such as Amazon, eBay, and Alibaba, but continues to be fragmented due to the presence of small niche players. Marketplace monitoring should include the large, the niche and the up-and-coming marketplaces. Only in this way can brand owners cover the majority of the online retail market, while ensuring that abuse is also detected on the smaller platforms.**

Novagraaf monitors across online marketplaces for sellers and shops selling counterfeit goods, impersonation, copyright, trademark infringement and non-compliance of distributors. We tailor the strategy to each client and focus on delivering a transparent and efficient solution for each business's unique needs.

## Key features of our Marketplaces monitoring module include:

- Initial screening of 200+ marketplaces to set focus on relevance and potential impact.
- A custom list of high-priority marketplaces is cleared of issues at a chosen frequency.
- A quarterly review of over 200 + marketplaces to ensure we focus on where the issues exist.
- Filtering of results and proactive identification of infringement using a combination of automated monitoring and human assessment.
- Specialised legal knowledge allowing us to assess a wide variety of legal issues ranging from counterfeit sales to difficult cases of unfair competition.

## How we investigate and enforce

We are experienced with monitoring and enforcing niche marketplaces requiring both the use of local language and an understanding of local laws. Through our case-management

and enforcement system, our experts will make use of identifiers such as company names, contact information, images and user names to reveal further cases. Once the scope of the abuse has been established, our experts will send complaints through our CMS to the relevant platform based on local and international laws and regulations

We store all relevant data related to the case in our CMS. Each case includes a URL, investigation notes, suggested action, time-stamped screenshots, the takedown process and correspondence between infringer, client and our team.

## One size does not fit all

We always advocate for an educational approach where bad faith is not evident. This is because many platforms don't provide the user with the option of filing counter notifications, and the fact that many online sellers have an incomplete understanding of the law. This approach will have the biggest impact, while preserving your goodwill, and may provide you with up-selling opportunities.

## Mitigate the risks

- A custom marketplace brand protection solution to address high-priority issues effectively. We remove illegitimate listings and push rogue sellers back into invisibility.
- Novagraaf identifies counterfeit cases with the potential for on-the-ground enforcement and litigations.
- Increase your revenue by opening your brand storefront on shops with counterfeit presence to cater to the existing demand.

## Get in touch

To find out more about our Online Brand Protection services or to request a demo, please contact our experts at: [brandprotection@novagraaf.com](mailto:brandprotection@novagraaf.com)