

The online sale of counterfeit, pirated and gray market goods degrades brand value, erodes customer trust and will cost businesses more than \$137 billion in annual revenue losses globally.

Combating Unauthorized Online Sales: The MarkMonitor / Kroll Solution



KROLL

Partner Profile

Experience:

The world's leading risk consulting company, Kroll has provided a broad range of investigative, intelligence, financial, security and technology services for more than 35 years.

Locations:

Kroll has a multidisciplinary team of over 4,200 employees in more than 33 countries.

Customers:

Kroll serves a global clientele of corporations, law firms, financial institutions, government agencies, non-profits and individuals.

Strategic Partner:

Kroll's long experience in conducting investigations, enhancing security processes, and gathering and filtering electronic evidence makes it the ideal organization to partner with MarkMonitor in combating unauthorized online sales.

Worldwide Internet access enables everyone to do business online—including criminals. It's unfortunate, but legitimate brand owners share the Internet's instant access to worldwide markets with criminals. Taking advantage of the nature of the Internet, these illicit sellers can operate unauthorized eCommerce sites from any number of worldwide locations. They also exploit the online world's inherent anonymity by hiding their true identities.

While rapid detection and shutdown of the offending sites help to limit an enterprise's exposure, it's all too easy for these criminals to launch similar or identical illicit sites, often only minutes later. In these situations, further investigation and pursuit may be the only effective way to fully address the problem.

Shut Down Illicit Online Sales—Then Stop the People Behind Them

MarkMonitor and Kroll have partnered to provide a comprehensive suite of services designed to detect, monitor, investigate and prevent a wide range of brand abuse—including counterfeiting, gray market activity, and IP fraud—in both the virtual and physical worlds.

Intelligent monitoring of the Internet via the MarkMonitor Brand Protection™ solution rapidly detects suspicious online selling activity, while prioritizing the most egregious cases for further investigation and resolution. MarkMonitor and Kroll leverage proprietary intelligence databases to identify the entities behind the illicit sales. We then recommend and execute the appropriate response. This may include online enforcements, further intelligence / evidence gathering in support of civil litigation or criminal prosecution, and liaising with local and federal authorities.

A Phased Solution to Unauthorized Online Sales

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| <p>1. Assess Risk / Establish Priorities</p> | <ul style="list-style-type: none"> • Determine exposure to diverted and counterfeit sales online • Identify priority threats • Develop action plan |
| <p>2. Detect and Monitor Suspicious Online Activity</p> | <ul style="list-style-type: none"> • Scan auction and eCommerce sites, tradeboards, email, etc, for unauthorized sales • Select specific targets for further monitoring and investigation • Identify individuals/entities involved using proprietary investigative tools, data and methodologies |
| <p>3. Investigate and Gather Evidence</p> | <ul style="list-style-type: none"> • Gather evidence through Kroll's global investigative network • Uncover illicit supply chain and manufacturing sources • Recommend location-appropriate, evidence-aware enforcement actions |
| <p>4. Enforce and Monitor</p> | <ul style="list-style-type: none"> • Send appropriate online enforcements • Engage and support law enforcement and legal counsel • Support criminal and civil litigation • Continuously monitor guilty parties online to ensure that illegitimate activity does not resurface |

Dedicated Customer Service—Plus Optional, Customized Advisory Services

Every MarkMonitor customer has a dedicated, expert Client Service Manager, included as part of their brand protection services—just one of the reasons we enjoy a near-perfect customer satisfaction rating.

Advisory Services from MarkMonitor and Kroll can be further custom-configured according to each enterprise's needs. Many clients use their internal resources to analyze MarkMonitor Brand Protection results, while relying on Kroll to investigate and recommend further action. Others opt to outsource the entire analysis, follow-up investigation and recommendations cycle to MarkMonitor and Kroll, allocating internal resources elsewhere while ensuring their brand is closely monitored and defended.

Protecting Reputations, Revenues and Customer Relationships

MarkMonitor is the global leader in enterprise brand protection—currently safeguarding more than half of the Fortune 100 brands. Kroll is the world's leading risk consulting company, helping companies, government agencies and individuals reduce their exposure and capitalize on business opportunities for more than 35 years.

For additional information on the MarkMonitor/Kroll Solution or MarkMonitor Brand Protection, call us at **1-800-745-9229**.

Solution Highlights:

- **Provides a comprehensive, measured and lasting solution to online counterfeit and gray market sales** by combining best-of-breed capabilities in both enterprise brand protection and investigative intelligence services
- **Enables brand owners to act quickly and effectively** by providing prioritized, actionable intelligence on the most suspicious online activity, sourced from the most extensive records on suspect criminals, both online and off
- **Addresses the heart of the problem—repeat offenses**—by bridging online and offline worlds to direct enforcement at both the symptoms (the illicit online sales) and the cause (the people who operate them)
- **Attacks the problem globally** through Kroll's international team of investigators and IP professionals, an essential element of the service given the worldwide nature of illicit online sales
- **Significantly reduces volume—and negative impacts**—of online eCommerce brand infringement by effectively deterring future actions by would-be sellers

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

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