

# Technology against product piracy



**Sad, but true facts: Companies in the EU lose 5% of their sales every year due to counterfeiting. All industries are affected. Sales, image, and jobs are destroyed.**

**And even worse: The cheap copies not only harm the companies themselves, but also their customers.**

**Many companies are no longer able to cope with the flood of copies. Counterfeiters' distribution channels have become too sophisticated.**

## Global challenge accepted

At KPMG Law, we have developed an innovative solution for this challenge: A one-stop-shop-protection for your brands. Our combination of cutting-edge technology and years of experience lets us provide you with a tailor-made solution for your situation.

We not only consider the processes you have already set up and help you to optimize them, but offer an end-to-end service solution to fully protect your brand.

## Our three steps to success

We **gather information with our Copy Crawler**, which automatically and continually scans the Internet for counterfeits of your original products (marketplaces, websites, social media, app stores). We then evaluate all collected information and provide suggestions for potential next steps.

We prioritize the search results with you and give clear recommendations, including **notice- and take-downs, sending out cease-and-desist letters, court proceedings and border seizure.**

We also provide global legal coverage with on-site coordination of activities by international colleagues from our network.



Our Copy Crawler is a leading tool against product piracy. Collecting information from **online market-places, social media platforms, world-wide websites, and mobile app platforms**, its artificial intelligence helps target, track and keep details of key offenders. Regardless of language, alphabet, border or territory, the Copy Crawler conducts searches for illegal use of your brand. Without any installation effort or IT implementation from your side.

With the information gathered by Copy Crawler, we then supply a detailed and **comprehensive analysis** and, with you, prioritize the results. As long as you wish you stay in the loop and an active participant. From this, one-off or monthly reports are created that discuss the results, highlight risks, name high-risk offenders, and give recommendations for action to best protect your valuable brand, reputation, and customers.

Information gathering

Analysis and recommendations

Enforcement

International support, flexible fees



Based on our analysis we choose the best and most efficient way to enforce your claims. **All information is also saved** as a basis for court proceedings or criminal prosecution proceedings. If matters are not settled, we can handle judicial enforcement from preliminary injunction proceedings, lawsuits, action against domains, to criminal prosecution (within Germany and potential country-of-origin). Additionally, we can apply for border seizure at customs.

Effectively dealing with counterfeiters is a complex, labor-intensive activity. Especially on a global scale. KPMG Law Germany will act as your single point of contact, but we also provide on-site coordination of our international colleagues and investigators to directly defend your brand worldwide. **All with innovative, flexible and cost-effective fee models.**

## Main contacts



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KPMG Law in Social media



Explanatory video



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