



STRATEGIC IP INFORMATION

DIGITAL IP INSIGHTS

Protect Your Brand and Content Rights Online.

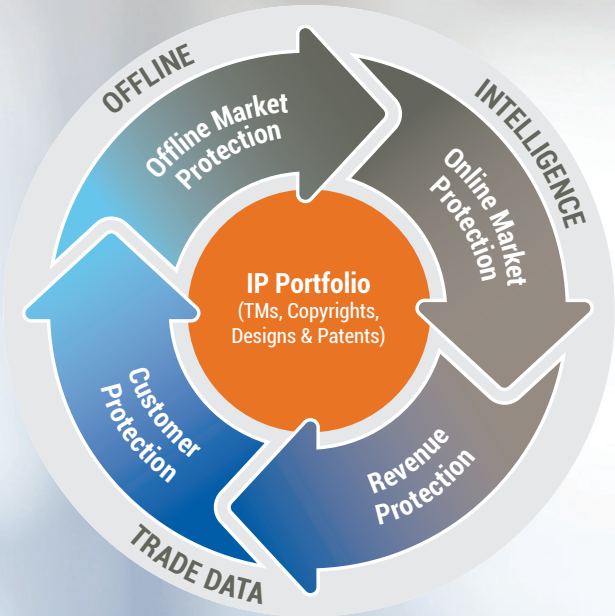
SEPI

Authentix[✓] Online Protection

GLOBAL LEADER IN BRAND MONITORING & INVESTIGATIONS

Strategic IP Information Pte Ltd (“SIPI”) is Asia’s leading online brand monitoring and investigation service. Part of Authentix, the global authority in authentication, we digitize product authentication, traceability, and brand protection services to provide the necessary business intelligence to address issues related to counterfeiting, grey market, and other unfair business practices.

We are the only global provider to offer complete online monitoring and enforcement solutions to protect your brand image, copyright, customers, and reputation. We identify and investigate online infringements and assist in resolving issues through judicial or administrative action. Our efficient and scalable programs powered by machine-learning technology and image matching algorithms have reduced infringements and counterfeits on online marketplaces, social media platforms and websites by up to 90%.



TRACEABILITY | AUTHENTICATION | BUSINESS INTELLIGENCE
IP ENFORCEMENT (ONLINE & OFFLINE)



EXPERTISE

▶ **Online Marketplaces**

Our team of experts use proprietary software to review listings on over 500 global and regional e-commerce marketplaces to identify infringements and enforce your IP rights. We concentrate on identifying repeat offenders and high value targets and have the technical ability and investigative skills to reveal their identities.

▶ **Social Media**

We identify instances where your trademark or brand is being used in an objectionable manner or for improper promotional purposes.

▶ **Advertising Content Surveillance**

We file complaints against advertisers that are not in compliance with search engine policies and remove infringing activities found on organic and paid search results.

▶ **Domain Names**

We identify registered domains that violate clients' trademark rights and provide advice on effective enforcement options – including filing proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP) before the World Intellectual Property Organization (WIPO).

▶ **Rogue Websites & Mobile Apps**

We investigate illicit sites that promote, sell, or advertise counterfeit goods and establish possible links between them, then assist rights owners in shutting them down through law enforcement.

▶ **Darknet Surveillance**

We monitor brand misuse on the Darknet, an anonymous private network used beyond the boundaries of the Internet through non-standard protocols and ports.

▶ **Offline Investigations & Enforcement**

We obtain samples of infringing products as evidence to conduct physical raids and institute legal proceedings in various jurisdictions worldwide. Through local partners, we can initiate and coordinate raids and lawsuits throughout Asia.

▶ **Veri-Site Platform**

A cross-industry registry of rogue websites used by advertisers, payment processors, content providers and more to ensure their advertisements do not appear on those illicit sites.

Veri-Site is one of the first services appointed as a Digital Advertising Assurance Provider (“DAAP”) by the Trustworthy Accountability Group—a US-based entity created by the American Association of Advertising Agencies, the Association of National Advertisers, and the Interactive Advertising Bureau.



▶ Value Delivered

- Over one million infringing listings removed monthly on average for clients on B2B and B2C marketplaces around the world
- Shut down over 1,000 websites via legal action, and over 100 pirate network sites annually on average via regional site blocking orders
- 85% average reduction of infringing offers on illicit websites and marketplaces

How We Do It



TECHNOLOGY

- **24x7/365 tech-driven fully managed service** to prioritize issues that matter
- **Seller-based risk assessment** – machine-learning based risk scoring and seller clustering to identify global hot-spots and focus on high value targets
- **Case management** workflows
- **High volume** workflows



TEAM

- **150+ analyst team with in-house legal expertise**, the largest team in China
- **Crowdsource of four million microtaskers** for investigations in China
- **Multilingual contractors** in 20 countries
- **Partnerships** – direct access to most major marketplaces and social media channels to resolve infringement issues



DELIVERABLES

- **Actionable reports** – investigate large networks, take down infringing listings and track ROIs and KPIs
- **Go offline** – intelligence services to conduct online to offline investigations in China and throughout Asia via our O2O division

SIPi

Authentix[®] Online Protection

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Authentix[®]
The Authority in Authentication

About Authentix

As the authority in authentication solutions, Authentix thrives in supply chain complexity. We provide advanced authentication solutions for governments, central banks and commercial companies, ensuring local economies grow, banknote security remains intact and commercial products have robust market opportunities. Our partnership approach and proven sector expertise inspires proactive innovation, helping customers mitigate risks to promote revenue growth and gain competitive advantage.

CORPORATE HEADQUARTERS

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