



From Loss to Gain

Redefining Brand Protection Success



The traditional approach

- Takedowns of the counterfeit or infringing listings
- Cease-and-desist orders

Limited success of both methods:
costs lots of time & money

-> But is there a better solution?

Investigation and Legal synergy

Remove the infringers' ability to trade online

Unique combination of

- law enforcement investigation techniques and expertise
- and legal actions against the infringers



Realizing Revenue: Some Figures

Number of restrained accounts

30,548

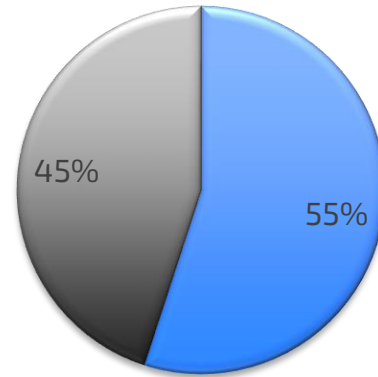
Realizing Revenue: Some Figures

Total amount restrained

5 0 4 4 3 K

Realizing Revenue: Some Figures

Value
retained vs. recovered



■ Restrained ■ Recovered

Realizing Revenue: Some Figures

Average success rate

100 %

Collaboration and Partnership

- All the sectors can benefit
- The legal team can be as much or as little involved as they want, we provide full transparency
- No need for integration of any kind, easy on-line platform
- The solution is complementary with other brand protection efforts





DEC has been a valuable partner in pursuing counterfeit operations and returning royalties from counterfeit products sold.

Additionally, they have cleared a significant amount of counterfeit programs from the online marketplace, which has resulted in increased sales of officially licensed merchandise.

Alex Gomez, SEGA

Q&A Session

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