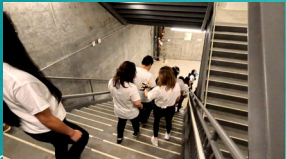


The background of the slide is a vibrant underwater scene. A diver in dark swim trunks is swimming horizontally on the right side, facing left. The water is a deep, clear blue-green, and a large school of small, dark fish is swimming in the center. The surface of the water is visible at the top, with light reflecting off it.

Brand Protection Strategies: Combating Counterfeits and Unauthorized Sales



Laetitia Jouhaud
Principal Brand Protection Manager – GoPro, Inc.



A clean channel and a true representation of the GoPro brand.



Free Shipping* | Fast Delivery | 30 Day Returns Guaranteed

[See Exclusions](#)



LIMITED TIME ONLY

SAVE ON OUR CAMERAS

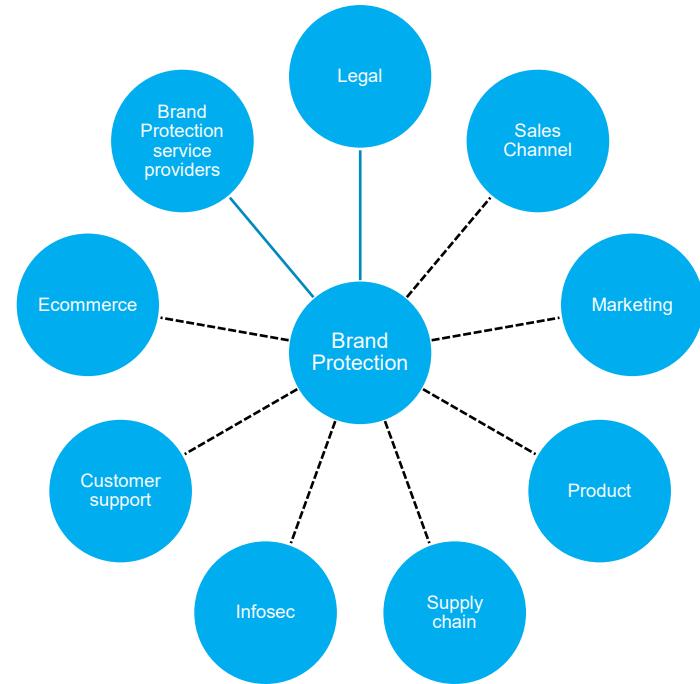
SHOP CAMERA



HERO12 BLACK



Brand Protection team – collaboration across the business



Stages of Online Brand Protection Maturity



Reactive

- Threat landscape not understood or mitigated
- Very little resources, brand protection is one aspect of a broader role
- Measure of success: number of cases a team resolves

Proactive

- Threats enforced at scale, but impact not clearly understood
- Focus only on takedowns without linking efforts to wider commercial impact
- Team sits under legal dept but siloed from investment and collaboration
- Measure of success: Number of accounts identified and taken down

Effective

- Strategy aligned with key online channels
- Tools to allow team to automate and prioritize quality over quantity
- Dedicated brand protection team with collaboration with other teams (marketing, e-commerce, supply chain etc...)
- Measure of success: Wider business impact than just takedowns

Progressive

- Aligned with business goals, data drives overall strategy.
- Focus switch from tackling threats to identifying opportunities
- Measure of success: More targeted, strategic brand protection aims. Contribution to more general business targets.
- Goal: to be a critical partner for all departments.



Pillars of GoPro Brand Protection



IP
Protection

Sales
protection

Educate

Monitor

Enforce

But first!



IP Protection

Register

Record

Train

Sales protection

Brand Protection in Sales
contract

Make friends

Set expectations

Actively seek to collaboration

- Other brand owners
- Online platforms

Join brand Enforcement groups

- IACC
- INTA
- Industry groups

Leverage anti-Counterfeiting technology / track and trace

Thank you.