

OKS Group

Brand Protection Services
Safeguarding Your Intellectual Property Online



www.oksgroup.com

Your Challenges

In an online world where infringing activities proliferate, safeguarding your brand means protecting your image, your reputation, your promise of quality to your customers, and of course... your bottom line.

The challenge can be overwhelming: Whether launching a new product or service, engaging in ecommerce, or marketing your goods and services on the Internet, counterfeiters and scam artists have easy access to your intellectual property – while hiding behind a veil of anonymity.

Our Solutions

At OKS Brand Protection Solutions, we safeguard your brand online – both B2B and B2C. Not only do we monitor potential infringing activity, but we can expedite the take-down of counterfeits on auction sites, identify those involved, and put them out of business.

OKS Group, founded in 1985 and headquartered in Philadelphia, PA, can offer you the tools, technology, and specialized skills needed to combat the appropriation of your intellectual property.

With 1500 associates serving customers on four continents and specialized resources in Asia where most infringing activity originates, OKS Brand Protection services include: online auction and retail site surveillance; website investigations; apps marketing monitoring; social media monitoring; AdWord / keyword monitoring; and domain name monitoring.



Use Our Services to Your Advantage

OKS Brand Protection offers a range of services to monitor unauthorized use of trademarks, logos and copyrighted materials. More here.



Online Auction and Retail Site Monitoring

Providing monitoring services covering more than 200 online auction and retail sites, including eBay, iOffer, Taoao and Alibaba, OKS Brand Protection ensures that no counterfeit or pirated goods infringing on your rights are listed on B2B and B2C retail platforms. Using state-of-the-art technology and trained monitoring agents, we are the only service provider that can investigate sites in any Asian language.



Website Investigations

With estimates that counterfeit and pirated goods siphon off \$1 trillion* from the global economy, no sector is free of risk when it comes to the manufacture of fakes and unscrupulous sellers. With a combination of proprietary technology, highly trained teams and old-fashioned sleuthing, we can determine the legitimacy of goods and services sold online, and the identity of websites of concern.



Apps Market Monitoring

As mobile applications experience exponential growth, malicious and infringing apps pose major vulnerabilities to brands and consumers alike. If you are concerned with counterfeit sales, diverted web traffic, appropriated content, and online scams threatening your brand equity, we monitor the apps marketplace providing you detailed information on the unauthorized use of trademarks, logos and copyrighted material.

*[*International Chamber of Commerce/BASCAP May 2015](#)*

Summary of Services

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| ➤ <u>Online Auction and Retail Site Surveillance</u> | Covering more than 200 online auction and retail sites including eBay, iOffer, Taoao and Alibaba; monitoring for counterfeit or pirated goods listed on B2B and B2C retail platforms; utilizing state-of-the-art technology and highly trained monitoring agents. |
| ➤ <u>Website Investigations</u> | Customized solutions for managing data collection and content transformation requirements, especially when you are dealing with high volume, cyclical, complex and regulatory sources and forms. |
| ➤ <u>Apps Market Monitoring</u> | Delivering deeper data from both structured and unstructured sources, through a rigorous process of inspection, normalization, transformation, and modeling in support of each client objective. |
| ➤ <u>Social Media Monitoring</u> | Supporting high volume data gathering needs through our highly skilled contact center staff; making over one million calls annually for our directory and database publishing clients. |
| ➤ <u>AdWord / Keyword Monitoring</u> | Ensuring you confidentiality of financial and other sensitive information, compliance with privacy and data protection laws, procedural and auditable security systems; credentialed and ISO-certified. |
| ➤ <u>Domain Name Monitoring</u> | Helping you cherry-pick relevant data from a massive moving target, and transforming it into actionable value-add information products. |

Language Expertise

In addition to bringing the synergies of OKS Group's global team of attorneys, researchers, and technologists to bear in protecting your brand equity and copyrighted materials, our Asian language expertise is vital to monitoring potential infringements in the regions where many such activities originate.

The OKS Brand Protection Advantage

- Expertise of a global team of attorneys, researchers, and technologists
- Worldwide monitoring 24/7 with activities directed out of the Singapore office
- Language mastery in the regions where most infringing activity originates
- Monitoring services are broad and deep, including 200+ auction sites, and in all major languages
- Coverage for social media platforms and an exponentially growing apps marketplace
- The power of OKS Group services, including take-down and litigation support
- Asian focus and Asian expertise as the dominant player in the region
- Our values: Each and every OKS Group employee is committed to your success



Since 1985, providing global BPO and LPO solutions to some of the world's largest and most demanding organizations.

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