

Winning is Simple:

- Find every seller of counterfeit,
make them stop

Discovered Issues:

- 1 Underestimated Quantity of Counterfeit

50-100k
stores in each country

- 2 Cost to Enforce

If we cut costs by a factor of 10, it's still not enough

How does this affect **Anti-Counterfeiting?**

1 Brands are left carefully prioritizing targets

2 Most KPI's revolve around the quantity of seized goods

Why is this happening?

1 Brands have Limited Human Resources

Hundreds of professionals are battling against hundreds of thousands of counterfeiters

2 Budget Limitations

Brands can't pay to enforce all counterfeit sellers

What can we do about it?

→ Level the Playing Field

Completely remove the reliance on budgets

→ Scale the enforcement

Scaling is needed to match the efforts of counterfeiters as closely as possible

The Basic

Principles of:

Revenue Recovery, Contingency, Success-Fee, Self-Funding

1 Reduce enforcement costs to a minimum

- a. Mystery Shoppers, not investigators
- b. Tools for automation and increased efficiency
- c. Standardized Work

2 Recover funds from the infringers

- a. Send the right message to the market
- b. Stop the sale > Collect the funds > Scale the enforcement > Repeat

Challenges with **this approach:**

1 Appropriate Compensation Claims

There is no goal of severely punishing the sellers, it's a mechanism to deter them, and fund the project

2 Anti-Corruption and Anti-Bribery

At scale, the risk of information leaks, and “under-the-table” deals increase

3 Regional Development

Each Jurisdiction requires a tailored approach

Case Study

Mexico

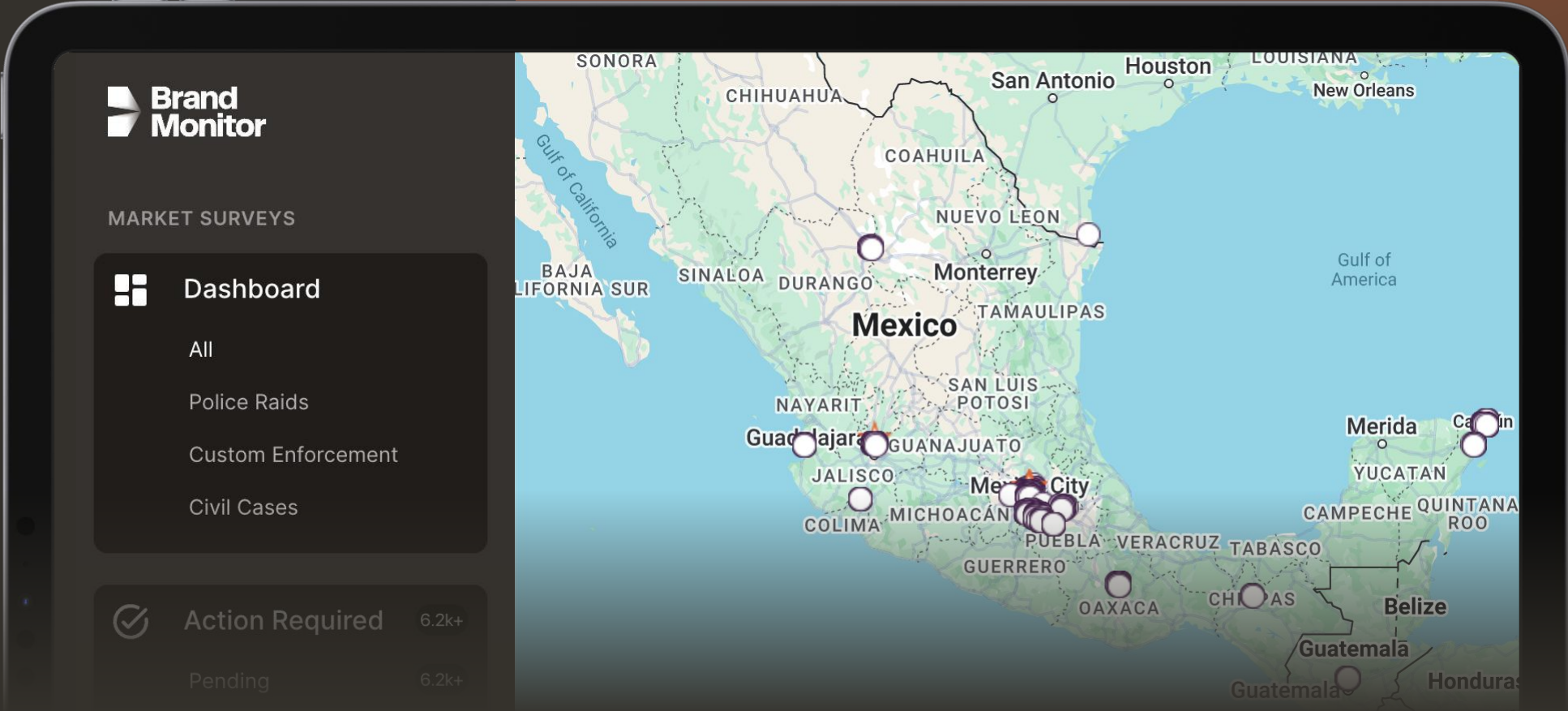
Jan 1, 2024 – Dec 31, 2024

Stores found / enforced
374 / 212

Counterfeit Destroyed or
Seized
874

Police Raids
11

Compensations Collected
\$276,367



Case Study

Brazil

Jan 1, 2024 – Dec 31, 2024

Stores found / enforced

139 / 64

Counterfeit Destroyed or Seized

514

Police Raids

6

Compensations Collected

\$33,088



MARKET SURVEYS



Dashboard

All

Police Raids

Custom Enforcement

Civil Cases

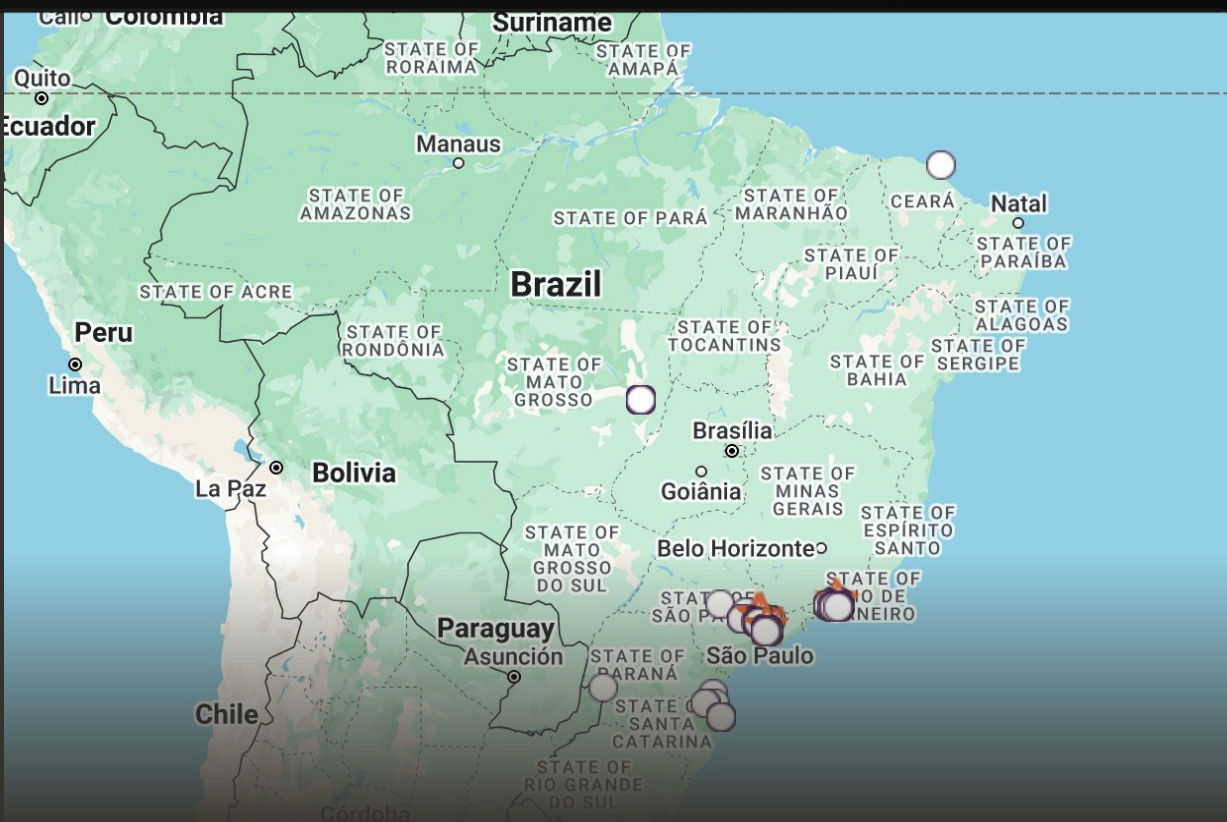


Action Required

6.2k+

Pending

6.2k+



Case Study Turkey

Jan 1, 2024 – Dec 31, 2024

Stores found / enforced
4,120 / 2,971

Counterfeit Destroyed or
Seized
46,083

Police Raids
826

Compensations Collected
\$2,297,213

