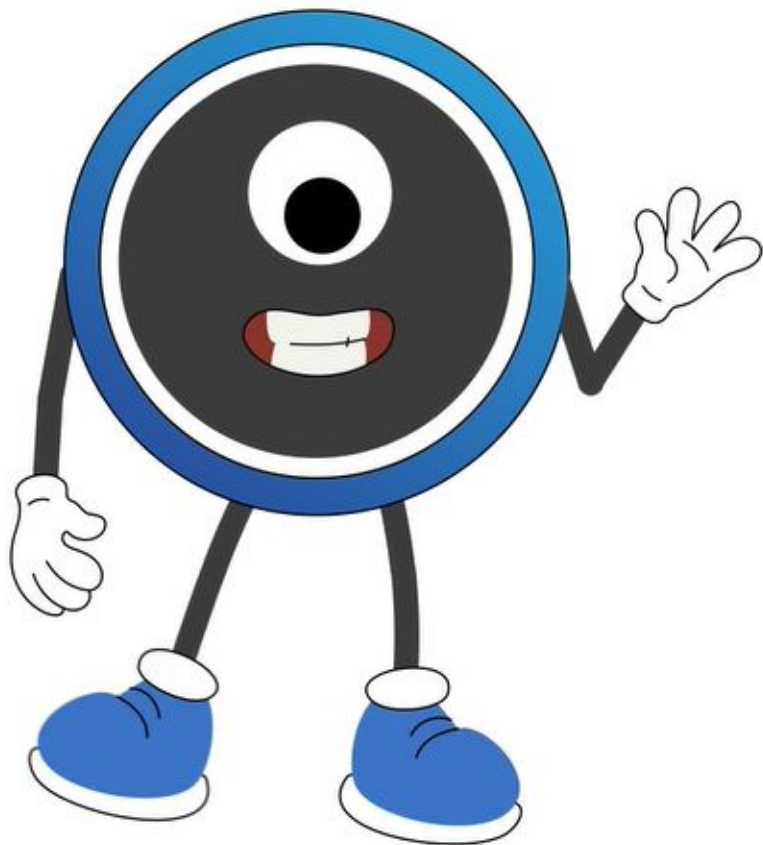


The Future of IP Enforcement in Latin America: AI, Legal Innovation & Return on Enforcement

ROLE OF IA ON ONLINE MONITORING



- AI-powered detection of infringements (image, video, text monitoring, copyrights).
- Automated evidence collection and processing.
- Large scale speed, reduce costs, prevention.



RELEVANT CASE ONLINE / OFFLINE IN BOLIVIA

SEIZURE AT TWO FACTORIES NAMED “BORDADOS GASSERC”

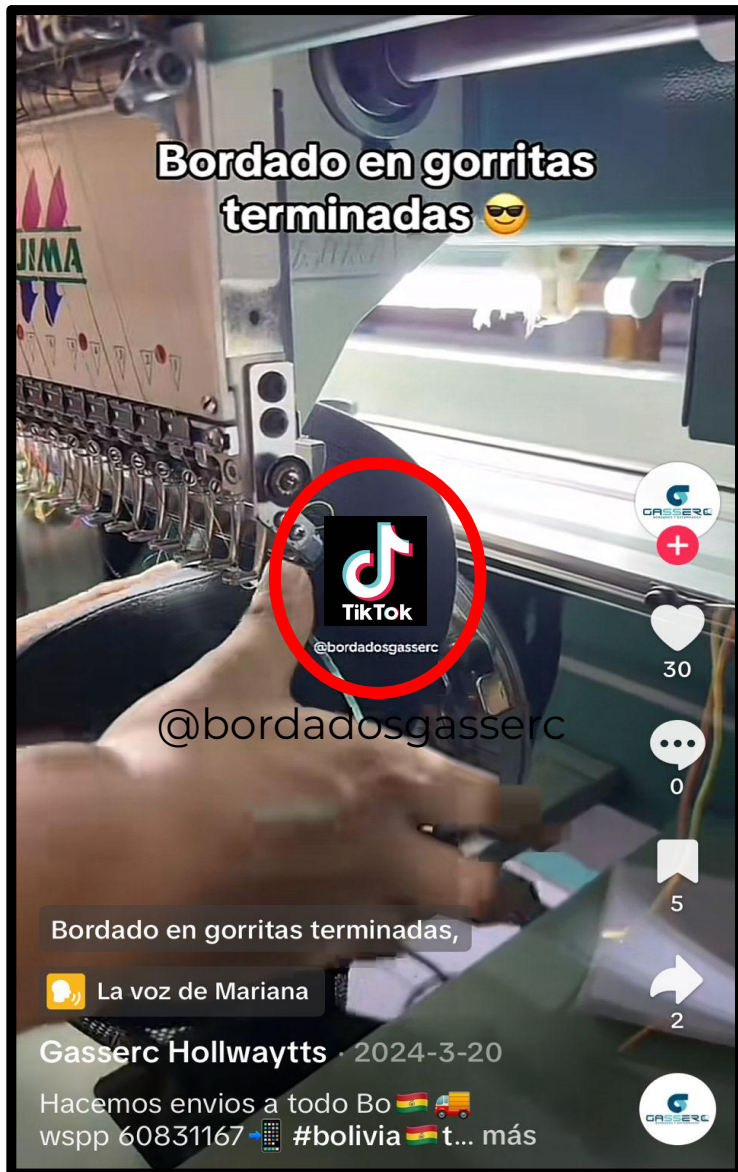


Santa Cruz de la Sierra, Bolivia.

A TikTok video led to the discovery of 'BORDADOS GASSERC' – an account with 6779 followers - a factory in Santa Cruz de la Sierra that specializes in embroidering caps and clothing with various brand logos, supplying local informal markets. The factory operates two branches and requires a minimum order of two dozen items, suggesting high production volumes. We filed a formal complaint and coordinated raids on both locations.

We discovered in both brands machines, fabric, unembroidered caps, finished products of several brands, including **NIKE, LACOSTE, MLB, NEW ERA, POLO RALPH LAUREN, ADIDAS, PUMA, COLUMBIA, BURBERRY, SUPREME, CONVERSE, HARLEY DAVIDSON, VANS, UNDER ARMOUR, DC COMICS, VERSACE, PRADA, TOMMY HILFIGER, GUCCI, WWE, THE NORTH FACE, LEVIS, CHANEL**; and over 15 workers, including a child. All items, including computers and logos, were seized and transported to the FELCC warehouse, and the machines were sealed.









RELEVANT CASE IN COLOMBIA

MARIA BENDITA STORE



Villavicencio City.

We found a profile in Instagram called 'Maria Bendita' showing stores in two Shopping Malls, selling suspicious products bearing PANDORA trademark.

We proceeded to investigate the "Maria Bendita" stores located at the Viva and Primavera Urbana Shopping Malls in Villavicencio. No Pandora products were sold at these locations; however, the saleswoman informed us that the products were sold at a nearby store. Based on this, we visited the store she mentioned, confirmed that counterfeit products were being sold, and made a purchase to obtain evidence.

Accordingly, we proceeded to send a C&D letter to the infringer. After this, the infringer contacted us, and currently we are negotiating an agreement with the infringer.







RELEVANT CASE IN BRAZIL

VIRTUA FX STORE. CASE IN MERCADO LIBRE

➤ Brazil.

Monitoring the Mercado Libre platform, we found a profile called “VIRTUA FX” that sold audio converters. The product description mentioned that the product had DOLBY audio output.

We proceeded to investigate the seller, considering that Dolby does not manufacture this product nor does it contain any license.

Accordingly, we proceeded to send a C&D letter to the infringer. After this, the infringer contacted us to sign an agreement with us committing not to sell these products anymore and to destroy all the products he had for sale.





Decodificador Conversor De Canais Audio Digital Analog 5.1

R\$ 233⁰⁰

com 12x R\$ 33⁰⁰ sem juros

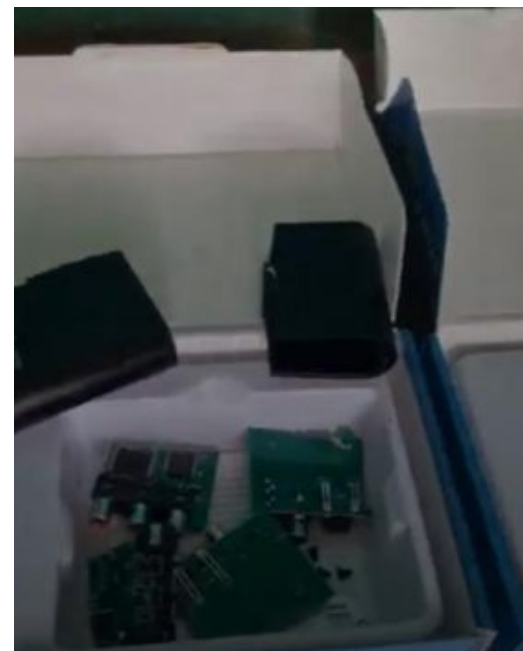
Chegará grátis sem taxa de frete por seu pedido completo

Compre agora e receba o produto em 10 dias

Receba grátis o produto de frete grátis em seu endereço cadastrado

Ver no site

Ver no site



PLATFORMS WHERE THE MOST REPORTS WERE MADE IN THE LAST YEAR ARE...

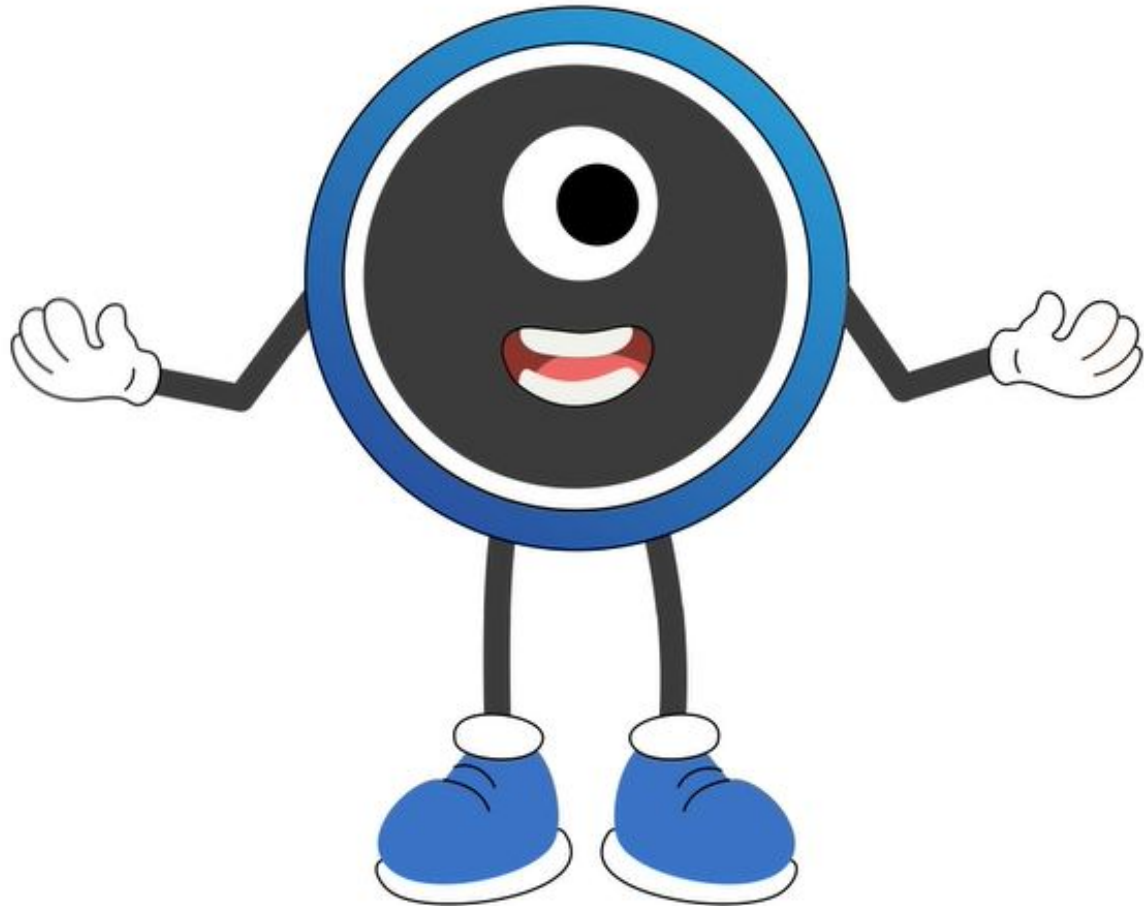


HORUS RANKING

We rank platforms based on:

- 1 - Takedown speed
- 2 - Clarity and ease of the reporting mechanism
- 3 - Institutional commitment to IP (dedicated teams, public policies, etc.)

AND THE WINNER IS...





mercado
libre



Shopee
LATAM





Fast (24–48h), automated system, strong IP commitment



Medium (48–72h), good support, medium-high commitment



Medium (~48h), effective technical process, medium commitment



Variable (can take a week), less transparent process, medium-low commitment

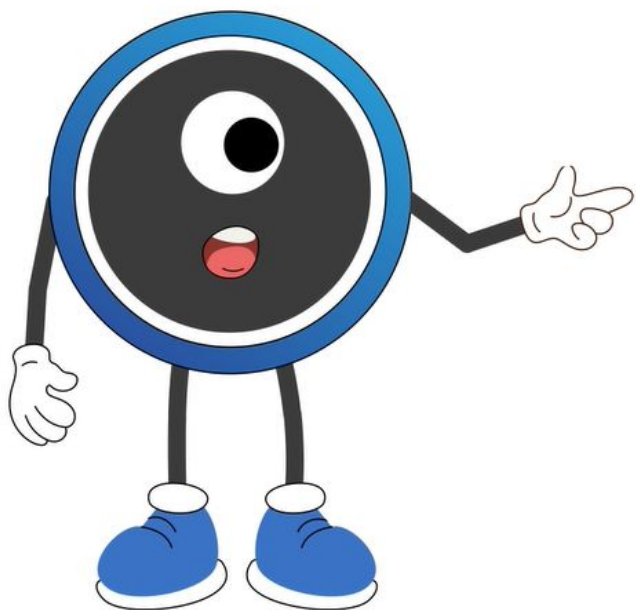


Slow, limited mechanisms, low commitment



As an emerging platform – surprisingly fast, strong IP commitment

RECOMMENDATIONS FOR PLATFORMS



Establish easy-to-use and multilingual reporting panels

Respond within 72 hours as an industry standard

Set up direct channels with legal firms or rights holders

Publish enforcement and transparency statistics

IP trained staff

¡THANK YOU!



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