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PROTECTION**

SME Track: From Detection to Enforcement  
– How SMEs Can Tackle Online IP Theft



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*Head of Legaltech*

- Always perform an investigation and analysis before proceeding with enforcement.
  - Product department.
  - Manufacturers.
  - Sales and marketing.
- A test purchase always helps to solve all doubts and will support your future enforcement actions.
- Marketing tools and e-commerce platforms will be used by counterfeiters too.
- Keep in mind the Streisand effect before enforcing: an attempt to remove an infringing content has the unintended consequence of increasing awareness in internet.

- Obtain legal counseling based in your IP rights and taking into account the local regulations.
- Third party legal services can help you to measure the size of your problem and take decisions.
- Technological solutions can help you with the Whac-A-Mole game of enforcing IP rights in internet.
- Keep a record of all the complaints made in the online world and gather all kind of legal evidences through digital certification.

## Develop relationships with platforms

- One of the key aspects of Brand Protection.
- IP protection policies and programs are widely adopted by platforms.
- Platforms collaborate with rightholders conducting internal investigations and providing information.
- Platforms also take legal action against counterfeiters.

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Thank you!

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