

# Brand Protection



« *Protecting your Intellectual Property Rights* »



Faced with increasing challenges in combatting trademark infringements, product tampering, counterfeiting and parallel trading, our clients rely on Integrity Asia to provide professional brand protection services to deal with the complexity of:

- ➔ Closely monitoring market developments
- ➔ Identifying supply chains that may be cross-border and secretive in nature
- ➔ Enforcing intellectual property rights

Integrity Asia has an extensive experience in providing clients with brand protection programs which include:

- Product Integrity threat detection
- Trademark investigations
- Product Integrity threat investigations
- Enforcement

### **Product Integrity Threat Detection**

To identify product integrity threats, we conduct market surveys, product sampling, and market inspections on intellectual property infringements such as applications for similar trademarks, infringing online use of a trademark, and the presence of counterfeit, tampered and parallel imported products on the market. We also provide anti-counterfeiting hotlines through our Canary™ whistleblowing hotline system as a communication tool to allow stakeholders or the public to report IPR infringements.

### **Trademark Investigations**

We conduct field inquiries, market inspections, and desktop searches to document and collect evidence on the potential illegal use of a trademark. Non-use investigation will determine whether the trademark is being used by the trademark registrant or any other party in any way on any type of product in the market. Our report may be used to support trademark registration deletion purposes.

### **Product Integrity Threat Investigations**

Based on incidents, sightings or initial leads, we conduct discreet approaches towards physical and online retailers as well as trademark squatters to identify wholesalers, importers, and manufacturers involved in counterfeiting. For parallel trading issues, our team conducts enquiries by uncovering the leaks in their supply chain. Investigations may involve cross-border work to find the breach in the distribution network. Our reports may be used by our clients to enforce distribution agreements.

### **Enforcement**

Reports may be filed with Law Enforcement Agencies for enforcement purposes. As a regular activity for awareness and advocacy purposes, Integrity Asia provides product knowledge training to LEA.