

TRAINING YOUR GUNS AT COUNTERFEITERS

Infosys BPM excommunicates intellectual property thieves from infringing the rights of a leading technology giant.



A leading technology company.

CHALLENGES

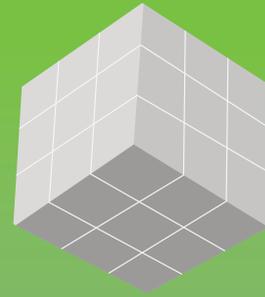
The client faces challenge with its intellectual property infringement due to online sale of counterfeit products on ecommerce websites

The client wants to search and identify such counterfeit listings from selected ecommerce websites

They want to capture the key information and cached images of counterfeit listings

They need to communicate with the ecommerce platform for taking down the listings

They need facilitation and support to initiate appropriate enforcement actions against such sellers and ecommerce websites



SOLUTIONS

- ▶ Infosys BPM set up a team in China and India to conduct searches and analyzed the various listings from the ecommerce platforms, which are assigned & identified by client
- ▶ The team reviews and categorizes the listings for appropriate IP infringement and determines the infringement type, IPR, and reason code for listings
- ▶ Infosys BPM team captured meta-data or scrap the platform for relevant information of such listings and also captured the cached image (entire web-page image) and other relevant images of products of identified counterfeit listing
- ▶ The team determined enforcement action and contact information of respective platforms to enable enforcement action
- ▶ The team initiated communication with ecommerce platforms in reference to taking down the listings, monitoring and follow up



BENEFITS

- ▶ Identified numerous counterfeit products that infringe client IP
- ▶ Set up communication with ecommerce platforms in relation to IPE
- ▶ Appropriate enforcement actions were initiated on time
- ▶ Creation of a database on client IPE collaboration portal
- ▶ Harmonized set of processes and process improvements identified
- ▶ Regular reporting about the status to the client



Identified Numerous Counterfeit Listings



Appropriate Enforcement Actions Taken on Perpetrators



Harmonized Process Improvements & Regular Reporting

For more information, contact infosysbpm@infosys.com

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